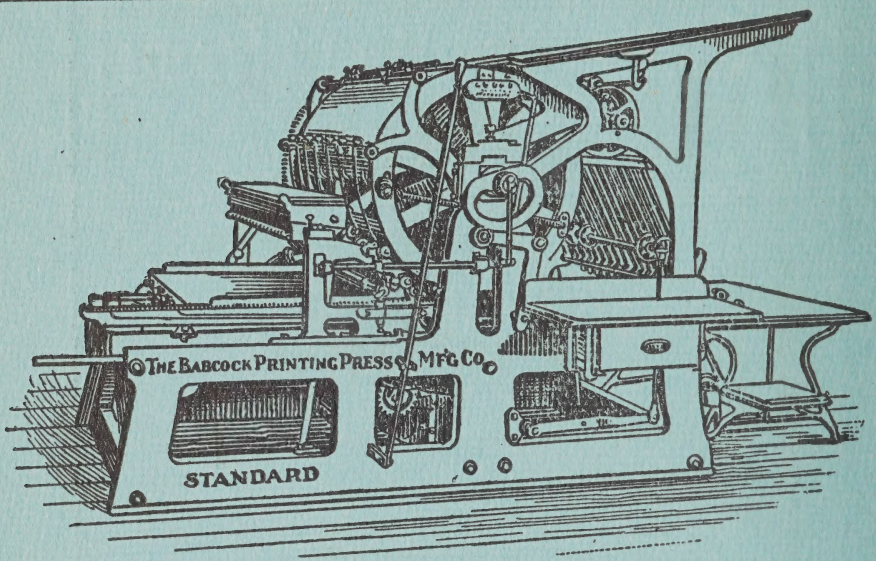
North Carolina Press Association

Durham, July 11-13, 1916

BABCOCK PRESSES



Babcock One-Revolution Presses are Simple, Fast Accurate and Capable of High-Grade Work

BUILT IN SIX SIZES AND FOUR STYLES

They are the only thoroughly Up-to-Date First Class, One Revolution Machines in the market. If you have but one printing machine in your office, it should be a Babcock One Revolution.

All our machines, whether One Revolution or Two, are built of the best material that can be bought, by the best brains to be had.

See BABCOCK PRESSES at work. Send for Catalogs
Our best advertisements are not printed—THEY PRINT

The Babcock Printing Press Mfg. Company

New London, Conn. **38 Park Row**

With A Friendly Feeling

Western Newspaper Union
Charlotte, N. C.

ONLY NEWSPAPER SERVICE
HOUSE IN THE CAROLINAS

NCC
NcU

Job Printers, Publishers and Advertisers of North Carolina

Will find our facilities unexcelled for the production of attractive illustrations for all publicity purposes.

Our establishment is operated on two shifts daily, being constantly at work from eight o'clock A. M., until midnight. We are, therefore, enabled to make extraordinary efficient and prompt shipment of orders intrusted to our care. Copy sent to us by special delivery and reaching this office up to eight P. M., will, in case of emergency, be shipped the same night.

We believe this presents to the publishers of North Carolina services the like of which they have never previously had. Our former low rates continue in effect.

The Maurice Joyce Engraving Co.,

H. C. C. STYLES, Manager

Evening Star Building **Washington, D. C.**

Richmond Paper Co., Inc.,

Richmond, Va.

Established

1871

Writings, Bonds, Book, News
Cover, Cardboard and
Paper Specialties

ONE OF THE OLDEST AND
MOST RELIABLE PAPER
HOUSES IN THE
SOUTH

Your Business Solicited

PROFIT IN PRINTING

is largely a matter of equipment. Offices having stylish SUPERIOR COPPER-MIXED TYPE are prepared to meet the requirements of every class of patrons—to hold their trade —and to attract new customers.

Complete Printing Outfits

For Newspapers For Job Offices

¶ We are makers of Superior Copper-Mixed Type; Brass Rule, Leads and Slugs, All-Brass Galleys, Electric-Welded Steel Chases, Labor-Saving Metal, Iron and Steel Furniture, and Suppliers of Every Kind of Printing-Office Equipment.

¶ Let us renew the material that needs renewing and furnish new material to keep your office up-to-date. Full information on request. WRITE NOW.

BARNHART BROTHERS & SPINDLER

1224 H Street Northwest

W. Seton Kent Manager

WASHINGTON·D·C

PROCEEDINGS

OF THE

FORTY-FOURTH ANNUAL SESSION

OF THE

NORTH CAROLINA

PRESS ASSOCIATION

HELD AT

DURHAM, JULY 11-13, 1916

COMPILED BY
JOHN BASCOM SHERRILL
SECRETARY

1916
THE TIMES BOOK AND JOB PRESSES
CONCORD, N. C.

OFFICERS 1916-'17.

President.

E. E. Britton _ _ _ _ _ _ Raleigh News and Observer

Vice Presidents.

Santford Martin _ _ _ _ _ _ _ _ Winston-Salem Journal
R. F. Beasley _ _ _ _ _ _ _ _ _ _ _ _ Monroe Journal
Z. W. Whitehead _ _ _ _ _ _ _ Southern Lumber Journal

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J. B. Sherrill _ _ _ _ _ _ _ _ Concord Times and Tribune

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M. L. Shipman _ _ _ _ _ _ _ _ Hendersonville Hustler

Orator.

H. Galt Braxton _ _ _ _ _ _ _ _ _ _ _ _ Kinston Free Press

Poet.

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H. B. Varner _ _ _ _ _ _ _ _ _ _ _ Lexington Dispatch
J. H. Caine _ _ _ _ _ _ _ _ _ _ _ _ Asheville Citizen
T. J. Lassiter _ _ _ _ _ _ _ _ _ _ _ _ Smithfield Herald

ORDER OF BUSINESS.

The following shall be the order of business for the North Carolina Press Association.

1. The presiding officer will call the body to order.
2. The Executive Committee will report.
3. Appointing committees.
4. Motions and resolutions.
5. Miscellaneous business.
6. The President's address shall be delivered on the morning, and the Historian's paper read on the afternoon of the first day's session.
7. The Annual Oration shall be delivered and the Annual Poem read on the night of the first day's session.
8. Officers shall be elected at 11 o'clock of the last day's session.
9. The newly elected officers shall be installed just before final adjournment.

HONORARY MEMBERS.

William H. Bernard.

Benjamin Bell.

North Carolina Press Association

Forty-Fourth Annual Session

Durham, N. C., July 12, 1916.

The North Carolina Press Association met in the East Duke building at Trinity College, Wednesday morning, July 12, at 10 o'clock, and was called to order by the President, Mr. James H. Cowan, editor of the Wilmington Dispatch. Rev. Edward R. Leyburn, D. D., pastor of the First Presbyterian Church of Durham, lead in prayer.

The following address of welcome was delivered by Hon. James H. Southgate, President of the Durham Chamber of Commerce, and Chairman of the Board of Trustees of Trinity College:

Mr. President, Ladies and Gentlemen of the North Carolina Press Association:

Before attempting to discharge the pleasing task assigned to me, viz., to welcome you to the City of Durham, I would refer to the enforced absence of Dr. W. P. Few, the President of Trinity College, who would have found great pleasure, in behalf of this institution over which he so ably presides, in extending all possible courtesies to you. He would have done this with a fitness which I would not attempt to imitate, and, therefore, content myself with telling you that this College is yours, as well as this city, during your stay among us.

There are two conflicting currents of thought occupying my mind at the present moment. One is the knowledge that I am fifty-seven years old today, with that train of reflection which naturally belongs to such an event; the other is the responsibility of voicing the gratitude of this people at having among them representatives of the most powerful class of men in the commonwealth.

This morning I was up early to greet the sun but found

it was obscured in clouds and the valleys were heavy with mist. In vain I sought to see the mists rise and the clouds dispelled that I might better appreciate the wide stretch of horizon revealed by the God of Nature and the God of Grace. There was no trouble to calculate how easily the world would have racked on without me but my mathematics broke down when I tried to calculate what I would have done without the opportunities and the privileges which the world offers to any and to every sincere workman.

These two papers here on the table contain the briefs from which I speak. The Durham Daily Sun, printed the 22d of May, 1890, conveys the invitation of Gen. Carr, as President of the Commonwealth Club to your body to meet here on July 23rd of the same year. (This invitation was read.) This invitation was addressed to your present Secretary, Mr. J. B. Sherrill, of Concord, then as now the able Secretary of this body.

On the first page of the Durham Bulletin you will notice a welcome to you expressed in most felicitious terms by the then editor of the Durham Daily Sun, Col. Jim Robinson, known among the editors as "Old Hurrygraph," wherein he refers to the presence of the Press Association at that time, and, among other things, calls the names of some of your most worthy members who have passed out in the interim: Col. John D. Cameron, Robert M. Furman, Randolph A. Shotwell, E. C. Hackney, R. M. Phillips, J. A. Thomas, Thad R. Manning, R. A. Deal.

What a flood of pleasant memories the mention of these names suggests. Their messages to us this morning speak hope, courage, faith, fellowship. Let me take this occasion to remark concerning Col. John D. Cameron that, in my judgment, he was one of the greatest journalists the Nation has ever produced. I wish this Association could secure and publish some of his essays. I recall having heard him read one of these entitled, "Singing Birds of North Carolina." This essay was written by Col. Cameron from his own observations and for excellence has never been surpassed or equalled by any one endeavoring to treat this particular theme.

With this printed address of Col. Jim. Robinson before you and with the facts revealed on the last page of the

Bulletin respecting the material achievements of Durham, my opportunity, from one point of view, is rendered wholly unnecessary.

When visiting the home of a friend, I would not be so much interested in his taking me to his bountiful larder, the fine furnishings, his wealth of crockery and display of silverware, his horses or his automobile. I would appreciate, however, his pointing out the portraits of his father and his mother and hearing him say, "This was the greatest man that ever lived or the greatest woman I ever saw," but most of all I would appreciate an introduction to his wife and his children and the sort of welcome that is not expressed save in the glance of the eye, the smile on the face and the cordial hand clasp. One is the visible, the material, the expressed welcome; the other is the spiritual, the inexpressible.

And so this little town of ours, the product of thirty-five years of energy, has within it what you will find in most any other place wherever you may go, material things —homes and factories, and stores and machinery, which may in some respects be not devoid of interest to you, but that which would interest me most in your visitation to these institutions would be to have you see upon the faces of those who operate the tobacco and the cotton factories the suggestion of health and strength and cheerfulness and contentment;; in short, I would love to have revealed to you the thousands of contented workers living in happy homes, in evidence of the spirit or the soul which pervades Durham, North Carolina. Without this we have little of which to boast.

From your wider view-point, we need you more than you need us. I can think of no calling or profession which has made greater advances than your own. In the progress of the race, from its earliest days to the time of the highest development of intellectual power reflected in Roman civilization, thence into the long night of barbarism, extending through hundreds of years, and on to the new awakening, where a fresh start seems to have been made, no single force has exceeded that of the press in emancipating mankind.

The editor is the historian of the past, the interpreter of the present, the prophet of the future.

The press has had to fight its way in the old country against kings and parliaments and in this country against legislatures, in its determination to have a voice and, with the help of the people for whom it wrought, that battle has been won and there is no other class of men so related to the people that enjoys the rights and privileges of utterance. In the degree that the editor is fair, honest, sincere and courageous in his dealings with his people, to that degree does his voice become potent and his following sure and certain. The multitudes will never consent that the press should be throttled unless it should become the victim of subsidy in its multifarious forms.

In the early days there stands Franklin, the editor, setting type with his own hands, working his little hand-power press, himself distributing the papers. Jefferson's little paper, published at Williamsburg, Va., was three weeks furnishing its readers with the Declaration of Independence. In its early days its mission seemed to be to elect some man to office or some political party to power. Today we can stand before a great octuple press and see it reel off forty to sixty thousand papers, with its editorial, its reportorial department and with other departments covering not only the news of the entire world, but the quotations of home and foreign markets, literature, government, politics and religion.

It is safe to assume, under these circumstances, that the world will think and act as the press of the world may dictate. I should say that the race was a race enslaved but you would not believe me and we will not discuss this statement. I refer not, of course, to the slavery that comes with the manacle upon the wrist but that sort that has has to do with the selfishness in the spiritual, intellectual and social realms.

"Oh, Liberty, can man resign thee,
Once having felt thy generous flame?
Can dungeons, bolts or bars confine thee,
Or whips thy noble spirit tame?"

In your own State, has it occurred to you there is no a co-operative market owned by the producers for the benefit of consumers? It is not to be found between the mountains and the sea. In your own nation, has it occurred to you

that effort is being made today to compress the responsibilities and opportunities of a hundred millions of people into governmental forms adopted for the use of three millions?

"Social consciousness" throughout the world is fast coming into court and the problems this subject enjoins will test the strength of our institutions as they have not heretofore been tested. With the close of the war in Europe, Christian systems, versus Christianity in its simplicity and purity will be probed to the outermost; the blood of millions of men shed on battle fields will cry out and demand an investigation in the councils of mankind. These contending armies march to death singing the same hymn beginning with the words: "God is Our Refuge and Our Strength."

Educational systems will, likewise, be burned in the crucible of a fresh experience and a hotter flame. Humanity, under every flag that floats—humanity, the ruled, will speed a message into the ear of humanity, the ruler, that will mean the down-fall of many a governmental notion that now obtains among the nations. It is this, or despotism in its worst form. The press in this emergency occupies the highest place of influence and of power. What answer will it make?

We welcome you for what you have been, for what you are and bid you God speed in the settlement of the problems that you are to face in the immediate future.

Mr. Archibald Johnson, editor of Charity and Children, of Thomasville, responded to the address of welcome. Mr. Johnson declared that it was the ablest address of welcome to which the Press Association had ever listened. He heartily concurred in the sentiment expressed by Mr. Southgate that it is the men, women and children of a town in which its greatness consists rather than its material assets. He felt sure that the relations between labor and capital here are entirely harmonious and that this is reflected in the faces of the working people. He assured Mr. Southgate that the gentlemen of the Press Association are highly appreciative of the fine welcome they had received in Durham.

The report of the Executive Committee on new members was made by Maj. H. A. London, chairman of the Executive Committee. It was moved that the following be admitted to membership in the Association and the motion was carried:

Rufus Shore, Winston-Salem Sentinel.
W. W. Weaver, Durham Sun.
J. R. Feltz, La Grange Journal.
F. H. Jeter, Extension Farm News.
W. B. Sullivan, Charlotte Observer.
J. Roy Parker, Ahoskie Herald.
W. E. Lawson, Wilmington Dispatch.
J. B. Shaw, Fremont Messenger.
Mrs. M. H. Fairbrother, Everything, Greensboro.

President Cowan read his annual address as follows:

PRESIDENT'S ADDRESS.

Ladies and Gentlemen:

The time that no one has been looking forward to, unless with dread, has arrived. The hour, or in this case fifteen minutes (I say this to relieve all mental anguish) for the President of this Association to deliver the constitutionally required address is at hand. It is a task that the President approaches gingerly, feeling that there is not very much in detail that can be said, and that what should be said does not stand within his ability to say well. But it is a duty I face and that you must, but I pray ye, in that sweet charity that fills your heart and amidst the wholsesome and delightful atmosphere of this occasion, that for once, as I speak, you do not adhere to the great principle of "let justice be done though the heavens fall."

In these modern days of thought, that is always abreast of the times, and often ahead of it, as some politicians have found to their regret, it may seem useless to dwell upon the nature of the work, the vigor that should be behind it, the reward that comes from faithful performance and the good that may be brought to humanity by it of the newspaper profession. That it is a noble calling we ourselves admit. However, that every man who is engaged in it is not noble, we must also admit, but we must always bear

in mind, both for defensive and offensive purpose, that every member of the Fourth Estate who is assailed as ignoble is not of such character, but rather the victim of those who differ with him. These critics, these traducers are divided into two species—the kind that, in conceit and arrogance, marvel that any one should have opinion different from themselves, and the type that feeling the absorbing and compelling throb of avariciousness, war upon all who assail their cause, no matter by what God given right the attack is made or how lofty it stands in righteousness. So while the journalistic profession is not without its defects it does not possess those glaring ones that some people would paint. We admit our defects. First, because in beholding something that exists we make stronger our judgment, and, second, by not wishing to cover them, but rather to unearth them and cast them out, we benefit the fraternity and make stronger our hold in the opinion of the public.

I state these things, in passing and as a preface, so that no outsider may get the impression that the newspaper man, one who is such in conscience as well as in name, approves errors made within its circles and direct the attention of the members to buckle on their armor, grasp firmly their spears and war upon those who would besmirch the name of the press, so as to lessen its influence with the public.

I will not endeavor to analyze the newspaper profession; or to separate the duties of an editor into parts. The former because there are no rules binding the newspaper profession such as limit others. We have no supreme court, save the word of God, to shape our opinion, and we have no books prescribing courses of action and specifying remedies and cures, save the Book of all books. No editor can direct or control the thoughts of another editor by displaying to him some opinion enclosed between the covers of a book, nor can he preclude him from further arguing the case by handing down some earthly opinion. That is well. The press is an open forum. It is the one place where every cause can be discussed and often "cussed"—and it is an institution to which the humblest can appeal, without money, and can get a hearing, and if the cause be a righteous one will win support, freely given and vigorously backed. It is the one universal dependence of the

people—all the people. Without it many a crime would remain hidden; many innocent people would be led into ambush; many a criminal would go unwhipped; many a reform would languish in the wilderness and many a true reformer would be crushed by the heel of oppression. It is the bulwark of the people. It is that battering-ram in attack and their rampart in defense.

All these things make it different from other things and this very difference carries with it a heavy burden of ressponsibility not alone to see that his own life is in keeping with the principles, but to make earnest effort to see that the entire profession is consistent with these rules of conscience. It is essential that the editor should realize fully the important position he occupies. Two important factors as to this I would stress, and which is the burden of my song today.

First, courage and daring. By daring I especially mean initiative. No editor can measure up to the ideas of the profession, can help carry out its purpose unless he possesses the daring of the initiative. He must not be so desirous of being a good fellow as to neglect to attack the evils he sees or could see, if he would, around him. He must not be so tranquil as to be content to write editorials only on the weather or crops, but he must take hold of those things which benefit the people in a moral way, in a legislative way, and raise lusty voice against evils that exist, whether by commission or omission. He should do this, too, no matter how great the odds. Too often an editor thinks he is daring because he vitriolically deals with evils that are hundreds of miles away. It is well to add the weight of his influence against all evils, but why neglect those at home? Perhaps it may require a little more courage to tackle the home problems, but the reward will be greater. Not at the start, in the form of plaudits of home people, who may be wedded to custom, but from the satisfaction that will creep into your own conscience.

And in time the home people will learn to appreciate you. From admitting that they like to read after you because you are frank, even if they do not agree with you, they will learn to coincide with your views. This has been so in many instances and will be so in many more. Do not many of us recall that when the press gave publicity to

evil health conditions or referred to an epidemic of contagious disease the home folks thought the town was being villified, that the commonwealth was being given "bad advertising" and that business would go to the bow-wows? Yet, behold the change. It is asknowledged a crime now not to indulge in such publicity. It is recognized by the great medical profession that publicity is a great rectifier; that besides bringing about changed conditions at home it increases the confidence of the outside public in the town, knowing that evils there will not be hidden, but will be found and eliminated.

Yet with this courage and daring there must be something else. It is the second factor of which I would speak and emphasize, so as to enhance the worth of the profession and so that the enemy may be stricken stronger blows. It is understanding.

When a man becomes an editor or a newspaper owner, and he is imbued with principle, he must expect to sacrifice, perhaps, many pleasures that might delight the eye, tickle the palate or allow him to rest in comfort, but by doing so he will gain by far greater pleasure—that coming from realization that he is fighting for principle, that he is battling for human rights. Yet in order to render efficient and faithful service to the cause he should, as far as possible, understand his subject. Too many editors lose a cause really worth while because they do not study it before hand, or lose prestige for themselves and profession because they jump at a conclusion and get hold of something that becomes too hot for them to handle by reason of being illogical. They too often fail to analyze a big subject; placing every particle under the great magnifying glass of common sense, so as to behold what it really is. It is so that "truth crushed to earth will rise again," but how much more will be accomplished, how much greater will be the blessing to humanity, how much quicker the suffering to humanity will be relieved if truth can be sustained now. To make truth stand and keep on standing, even though it totters, requires moral courage, frankness and preparation. The average editor has plenty of the first two, but often he overlooks seizing opportunity, chance to champion something that is right and needed, something that would benefit humanity, simply because he

fails to understand. He may overlook it through lack of time, or demand upon his time may be so great that he allows it to slip away. This is one of the dark spots. It must be brightened. The editor, realizing his great responsibility and being appreciative of his noble calling, should make up his mind to seek out that which is wrong with more than a superficial glance and by going deep into his subject, before he presents it to his readers, he will be able to sustain his position better. He should don the armor of study and wield the spear of information. Study of the big questions of the day, study of them now, is one of the big factors of the day. It surely must be recognized by the journalist and yet it is allowed only too often to remain beneath the ashes, when it should be a flaming torch, lighting the way that the pitfalls may be observed and the innocent may not fall therein. Ablaze it must be so that the wolves may not hide beneath the coats of sheep and go by unnoticed in the dark and the faithful may not be pounced upon and devoured.

Too often a good cause is lost because the editor is overwhelmed by a mass of subterfuges, shining with varnish and glittering with false light, simply because the editor has not studied his question. It may be too much to ask him to study every question that is presented, when he has to deal with so many every year and there are so many of the enemy divided into hundreds of units, with each specializing upon his idea or his greed, but surely it is not too much to ask him to at least give a second thought to every question, to ask himself what is the opposion going to say to this or that, and to urge upon him the necessity, even at the sacrifice of hours he would spend at home, of study of the big questions, so that he may be well armed for the fray. This may indeed be asking much—and yet the editor holds a peculiar, though a glorious position. He is a leader in thought. He is a leader in action. He can excite or subdue; he can incite or pacify. He has thousands of followers who though they read what he writes are mentally blind, because they look upon him as their eyes and look to him to sound the battlecry. They think that he knows whereof he speaks. So he owes his readers much; he has a great trust imposed in him. His blind followers look to him for light. When I say blind I do not mean to speak

disparagingly of the readers. I do not mean it in such way. But as the public places confidence in the legal profession to propound the law, both in advice and decision, and as it looks confidently to the men of medical science for remedies for disease, it has a right to expect light from the press, through full information, by impartial opinion, expressed after study, upon great public questions. In this faith we find at stake the honor and the welfare of the press, as an uplifting factor; its endurance as something of purity. The newspaper that fails to turn on the full light, that contents itself to merely flash a dark lantern into favored corners and away from the debris or error and the slime of crime in other corners; or that fails to point unerringly to the greater fault, while indicating the lesser sins by a blare of trumpets, which sound merely detracts attention from the greater evils, is betraying the trust of the people and sinking a dirk into the principle of the great profession. The editor of such a paper is trying to tie a rock around the neck of journalism, and with such action provide food for the scoffers and places a weapon in the hands of the enemy of the press, who must be an enemy of mankind.

I glory in the school of journalism. It is a great factor; a great helper, but the time has not yet come when a man must pass an examination to become an editor, and I trust that time will never come. If any examination could apply it could only be by some scientific method by which the honesty and the courage of an applicant for an editor's position could be tested. The editorial profession is different from all others. The unwritten law has ordained it that the advocacy and the opinion of certain professions are purchasable, and these professions having a peculiar duty it is right that the opinion should be salable, when it is known to all men that it has been purchased, but not so with the edior. He cannot sell his opinion. If he does so he fails to measure up to the requirements. His opinion is but merchandise and cheap finery that bedecks the knave. Schools of journalism are well for those who can afford to take advantage of the opportunity, and would that it was so that every man who aspires to be a journalist could take advantage of them, but they will never be the absolute essential, because the conscience of an editor is the best director of what is best. While beautiful diction and a fascinating style are to be desired, yet they would amount

to naught without common sense, moral courage and candor. These attributes cannot be imbibed from a school, though style and diction can be obtained from study and experience.

The editor must be a path blazer and a sentry. He must be a gladiator. A path-blazer because he must not be content to follow the beaten path but in behalf of progress must go forth in every direction. He must be a sentry to observe evils and a gladiator to fight them.

The public is rapidly getting so that it konws how to distinguish gold from brass. It is growing to shun the papers that are established by great moneyed interests with the sole purpose of moulding, through deception and suppression, public opinion, and the people are standing by those papers that owe allegiance to none—save God. They are buying such papers to the exclusion of all others. It is well that the public should be so discerning. It should be more so. People subscribe for papers not merely for news, but for honest opinion. So they will do well to shun the papers that do not render such service. It costs but a few pennies per day for each reader to do this, but in the aggregate they will either crush out such papers, as advertisers are going where they gnd the circulation, or they will make such organs but "painted ships upon a painted ocean."

The President named the following committees:

On Secretary and Treasurer's Report—M. L. Shipman, J. A. Sharp and H. F. Jones.

On Constitution and By-Laws—H. A. London, A. Johnson, and A. J. Conner.

On resolutions—E. E. Britton, R. R. Clark and Santford Martin.

To Meet and Welcome Mr. Melville E. Stone—H. B. Varner, E. E. Britton and A. Johnson.

Mr. John A. Park, of the Raleigh Times, read the following paper on

LOCAL ADVERTISING.

It is assumed that every daily and weekly newspaper is published in some city or town in which the citizens have more interest in the publication's welfare than is man-

ifested at any other point. In what is known as the home town, the largest circulation is invariably enjoyed and with rare exceptions the advertising revenue from home towns exceeds that derived from any other place, the local advertising generally being greater than that from all other sources combined. Under these conditions, the importance of local advertising in a newspaper's welfare is easy to recognize.

It is not claimed that local advertising is the one dominating factor in a newspaper's growth any more than good editorials alone or good news items alone will of themselves build up a publication. The whole-souled co-operation of every employe is essential in sustaining and increasing a paper's prestige in order to promote both circulation and advertising.

There are three different processes which every publisher or manager of a newspaper has to go through with in the handling of local advertising. They consist of 1st. Securing the order. 2nd. Giving service. 3rd. Making collections.

In securing orders for the insertion of advertising copy, most present day publishers are thoroughly aware of the fact that they must exercise discretion in soliciting business. Just as lawyers and doctors, as well as a great many merchants and other business men, select their clients, patients or customers, the present day publisher is learning the importance attached to the selecting of his advertising patrons. Probably every local business firm which has dealings with the general public may be a prospective advertiser, but there are firms in every city, whose advertising could be classed as undesirable for local newspapers. It may be contended that a newspaper is, in a way, a public servant and that it must accept all orders submitted. Every publisher should reserve the right to reject what may be classed as undesirable copy, such as indecent, fraudulent or misleading statements submitted for publication as advertising.

In my opinion every publisher should reserve the right to go a step farther and reserve the right to exclude from his columns such copy that might not be considered helpful to his business. For example, there are in every community small concerns anxious to make good showings at some

particular time with no intention whatever of paying for the advertising space they propose to use. The insertion of advertising by a firm that does not stand well in a community certainly will not intensify the good will of regular advertisers who pay their bills promptly. By this I do not mean that copy should be refused from new firms or from those who are making an honest effort to do business along legitimate lines. For instance, a stranger may come into your city with the intention of remaining several weeks and pretending to sell merchandise at prices below those offered by local merchants. These "fly-by-night" salesmen are the ones who upset local merchants and demoralize business conditions during their stay. In most instances these sensational salesmen misrepresent the goods they sell and do not offer the same class and quality of goods to be found in local stores. One particularly demoralizing venture which has been perpetrated in various North Carolina towns has been the so-called piano contest with which practically every reader of a daily newspaper is familiar. In a certain city, within the past year, a piano contest was conducted with very unsatisfactory results. Two of the leading piano houses in the city protested against the publication of the contest proposition in local newspapers, but the newspapers insisted that the plan passed muster of the Post Office Department and that it could be printed. The result was that the two piano houses in question were very much dissatisfied at the action of the newspapers in which they were regular spenders and from latest reports the newspapers have not yet collected from the outside piano concern which conducted the contest.

In soliciting local advertising accounts, it is very essential that an accurate record be kept of all desirable prospective advertisers, with such data as name of the person to see, the proper time to take up the subject along with data about other kinds of advertising indulged in. Personal calls are very essential, not so much for the purpose of securing important orders or contracts, as to establish confidence and to create in the minds of prospects the idea that they are dealing with an active institution. It is human nature for every one to appreciate attention and when a publisher or his representative calls on a prospective advertiser, it is a courtesy that is generally appreciated. In addition to personal calls, occasionally letters are useful. Such

information as the newspaper's growth in advertising space or circulation may always be considered of interest and when data of this kind is put into a short snappy letter and distributed generally among advertisers and prospects, it will sink home.

Personal calls, personal letters and circulars in moderation are good for the purpose referred to, but there is another method of soliciting business which a great many publishers seem to overlook. Just as the shoemaker's children go barefooted, so does the average publisher usually fail to take his own medicine by telling his story through the columns of his own publication. We are continually urging business houses to use our paper as an advertising medium, but the proportion of advertising which we do ourselves in behalf of our own individual publications is exceedingly small. We frequently suggest to a store that it set aside 4 per cent., 6 per cent., or 8 per cent of its total revenue for newspaper advertising without stopping to consider the fact that the percentage of space which we use ourselves in exploiting our own stock in trade is practically negligible. How many publications are there in North Carolina that use their own space at gross price to the extent of 1 per cent. of total income? Do you know of any daily or weekly paper doing an annual business say, $25,000, which uses $250 worth of its own space at regular rates except as fillers? We are shy on arguments for the prospective advertiser who asks us why we do not practice what we preach.

Securing the order may be the most important matter in the advertising department so far as new business is concerned. New business, however, does not meet the pay roll every week and pile up a surplus at the end of the year. Repeat orders are what count. There may be a few advertisers who will bring their orders to you and spend their money for space in your publication several times without being urged, but it is certain that they will not keep up this practice unless they feel like they are getting something in return. It is a common practice outside of metropolitan publications for the advertising department of a newspaper to put the pressure on securing new business, and on securing extra copy from regular advertisers. It is too frequently conceded that inasmuch as an advertiser makes a contract for certain space, that he requires no more atten-

tion. It is granted that a great many advertisers do not care to be annoyed too frequently, but as stated before, they all appreciate courtesy and attention. It ought to be considered a crime for any newspaper to allow an advertiser's copy to run without change until the type wears out. It may be the advertiser's business to change his copy and to put something attractive in the space he buys, but it is nothing except our duty as publishers and managers to show him that the service he buys from us can be improved by frequent changes of copy. An attractive illustration is usually a big help and this can be secured at no great expense by subscribing to one of the many matrix services now on the market. Some publications buy new machinery, new furniture and new equipment and continue to use worn out type faces and ancient rules and borders which ought to go to the hell box. Advertisers do not, as a rule, have a great deal to say about typographical appearances. They usually do not know what the trouble is, except that their ads. sometimes do not appear to attract the attention desired and expected. There are so many opportunities to turn out bum work before the paper reaches the ultimate consumer, the reader, that we have to be everlastingly careful in order to present both advertising and reading matter in attractive form. In these days of uncertain white paper, mysterious ink, questionable metal and careless press work, we never know what our readers may expect by the time our publications get into their waiting hands. It is every publisher's duty, however, to take every precaution possible in order to fulfill his duty to both advertisers and subscribers by turning out a product that is not only useful for the purpose intended, but attractive and pleasing as well.

It is very gratifying to note that a number of North Carolina publications have refused to accept undesirable and questionable copy of any kind whatever. It is also gratifying to see that many have refused to let medical and other kinds of copy dominate the pages on which reading matter is looked for. Why should we run fraudulent or fake copy beside displays from our local stores which are steady space users all the year round? Why should we carry an ad. offering a so-called remedy for venereal diseases adjoining attractive displays of women's colleges?

Why should we carry scare head stories which appear to be perfectly thrilling anecdotes and finally end up as a testimonial of somebody's kidney pills? Why should be invite and accommodate such stuff in our publications any more than we would discuss these products in polite society among our families and friends? Why should we accept these nondescripts and give them accommodation next to our reputable advertisers any more than we entertain roughnecks in our homes? We need not expect continued patronage from substantial space users when they find we group them as associates along with the classes mentioned above.

It might be said in reply to some of these questions that newspapers do these things "because they need the money." It looks pretty hard to decline an order that you know will be followed by prompt payment when there is a question in your mind as to whether or not the copy is worthy of a place in your columns. Instances can be cited where some publications have drawn the line on certain classes of undesirable copy which has been promptly replaced by an ever increasing amout of desirable copy from appreciative advertisers. There is one example where a record was kept of space worth approximately $2,000 that was declined during one year and that publication is now carrying more than double the volume of advertising than it carried five years ago when it began to refuse certain classes of copy. A New Orleans newspaper, two years ago suddenly threw out a volume of undesirable advertising which was not replaced until just recently by acceptable matter. Sometimes the satisfaction of knowing that we can get along without having to sidestep our consciences will partly compensate for the temporary decrease in revenue.

What shall we do for an advertiser who is dissatisfied because his ad. appears with typographical errors? The answer is, fire the proof reader and run the ad. again. Probably every daily and weekly newspaper has had experience with merchants who register complaints about prices being printed wrong. Possibly some of these merchants have been told to inform their customers that there was an error and instead of certain goods being sold at 75 cents per yard, the price should have been printed 95 cents. It is far better to let the goods be sold at 75 cents and pay the merchant

the difference of twenty cents per yard on all sales which come directly through the ad. Such a policy not only increases the advertiser's respect for the publication, but it obviates the necessity of pointing out a mistake for which the publication is responsible. It is much better to make diplomatic attempts to hold your advertisers' good will than to assume an arbitrary attitude and draw them away.

When a new account for advertising space is opened, the question of promptness in settling the account when it becomes due is of vital importance. It is impractical to collect as soon as insertion is given for all space run in a daily paper. Weekly and monthly publications may be able to collect after each insertion, but it is the usual practice of most publications to render statements at the end of each month. The general opinion of the average advertiser regarding his bills for space used is that, like the doctor's bill, it can "wait awhile." The slow-pay customer argues in his own mind that the publication had to print something in that space and that he himself was doing the publication a kind of favor by offering something to carry in the space mentioned. People of this kind have to be handled very tenderly. About the best way to rouse them from their lethargy is to exhibit an invoice for a carload of white paper or to show a statement of the weekly pay roll. Even then, it is hard to get up enough enthusiasm for an effective reply to the customer who is naturally inclined to be a dead-beat. Chronic kickers of this kind are the ones who should be included among those that solicitors should stay away from.

It is essential that statements for space used be rendered promptly and in the way most acceptable to the advertisers. Some advertisers never pay collectors, but take care of their obligations promptly through the mail. Some of them pay on the 10th, others on the 15th and 25th of the month. To those who have regular habits of paying, even near the end of the month by mail, it is a mistake to send the collector. It is just as easy in preparing the advertising contract forms to include a phrase specifying paymen by the 10th or 15th of each month, following that in which service was rendered. This will be found essential when the advertiser complains about scarcity of money or inability to meet obligations. He is simply reminded that he made a certain agreement about settling his advertising

accounts and it was taken for granted that he intended to stand by his contract. There are some publications that continue to extend unlimited credit to anybody who wants to use advertising space, thinking that the appearance of the space offered might induce the competitive advertisers to get busy also. This may be true in a few cases but it is certainly unfair to regular space buyers to accept business from slow paying firms, giving them the same or better consideration as is accorded the regular space users.

It is impossible to lay down a set of rules or to establish a certain code of ethics which will work without exception in every newspaper office. The value of local advertising to a paper depends largely on its standing in its community. A publisher who does not enter into the spirit of progress and the desire to assist in the development of his community cannot expect enthusiastic patronage from either advertisers or subscribers. As soon as publishers become thoroughly aware of the fact that they are merchants with something to sell which must be handled along lines of modern salesmanship, the sooner will their publications grow and prosper.

Remarks on the paper of Mr. Parks were made by Mr. E. E. Britton and others.

Mr. J. L. Horne, Jr., read the following paper on

LEGAL ADVERTISING — WHAT IT IS, AND THE PAY IN NORTH CAROLINA COMPARED TO THAT IN OTHER STATES.

Mr. President, Fellow Members of the North Carolina Press Association, Ladies and Gentlemen:

Investigation assures me that I can declare to you that with the same neglect upon the part of personal management, that our State Association have accorded this matter of legislation, there wouldn't be a paper in North Carolina that is a financial success. Until six months ago there could not be found an association of editors, business managers or newspaper publishers in the State that had a legislative committee. In fact that is the purpose of the speaker in taking your time here this morning to appeal to you to point this need in our association. In no sense is it a

purpose to stir this association or the newspapers to get into politics or to solicit or covet legal advertising which public officials might dispose of to the press at the expense of the public or more plainly speaking simple "graft." Far from that, and with the preservation of the same high moral code for the press we would attempt to stir you only to ask for your rights, what we should reasonably expect just as our neighboring editors in Virginia and South Carolina and practically the nation over are reeciving.

There are many notable flaws in the very limited and very antique laws which circumscribe the legal advertising in this State. There is a haziness about them, that all would settle, a lack of precision that leaves publisher and laymen alike in the dark. This condition lies at our door, we have been possessed of that most dangerous of evils, an apparent lack of interest. Individually we have coped with the abuses as we met them, and at times been deprived of the right of our labors and a just return from our effort because we didn't exert ourselves and to date we have done nothing. Take for instance the most simple abuse, with which practically every one of us here has met within the past few months, maybe weeks, certainly in the present year.

Haven't you been called on to publish a notice of sale under deed of trust? If it was a farm with much description as to boundary, or several farms or some city property or both? Maybe it was but a page of single spaced typewritten copy or several pages, maybe it took an eighth of a column, maybe two or three columns, each insertion. The antedated State law under which we are working says the charge shall not be more than $3—and you can take it for as much less than that as you like. You may reply, "Oh, well, I don't take them," but when them come from good customers, men from whom we make a profit on other lines it is mighty hard to turn them down, and we usually break over. Some of the lawyers, for these notices usually come from the lawyers, declare, "Oh, well, I known it's a little long, I will make it up to you next time," or they lulled us to sleep in the fool's paradise of security, "well I'll pay you more." Some of us have waked up on paying us more than the law stipulates, and the man whose property was sold has collected the difference in what we were paid for two columns of type four times and what the law stipulates—$3.

The courts have decided that no matter how long the advertisement the newspaper that collects more than $3 for the service can be sued, judgment secured and the property sold to satisfy. It is mandatory that they pay back the difference. Some of the lawyers dodge this law by handing you over a part of their fee, but they are few and far between and the Lord didn't make many of that kind, or at least they don't patronize the half dozen papers in competition down our way. Where you fellows have the only paper in the county you have more of a chance to use what the ladies term the "gentle art of persuasion." Nobody wants to contend that even $3 for the shortest sale under deed of trust that was ever made was hardly enough and while with the average of them there isn't one in a hundred where a fellow gets even half of his published rate. The law not only forces us to discriminate against the other fellow that buys space from us regularly, but it even makes us take business for lar less than it costs to handle it.

This abuse above is only one of the scores of limitations set about us by the law. A law, the most part of which was framed before the days of telegraph service, but limited news reports, the boiler plate, illustrated news service or comics, in fact we doubt not that it wasn't before the civil war, though we haven't the dates on this. In fact of all the compulsory regulations for legal newspaper advertising in the State there is but one that takes any cognizance of the relation of space and pay therefor, and that is set out in the "summons on a non resident person or corporation the fees are $1.50 an inch of solid type and in no case exceeds $6 for the notice." The reference to solid type is manifestly hazy and in doubt, though this is a proviso of a mere pittance for the six insertions at one dollar apiece is pretty sure to be below the published rate. Our advice is that such of the advertising as comes to us of the following order, no fee is fixed: Stockholders meeting to decide on dissolution, tax collecting notice of the sheriff, notice of list takers, time and place of listing property for taxes, sale of property in storage warehouses, notice of dissolution of co-partnership, sale of unclaimed freight by transportation lines, notice to decrease the capital stock of a corporation, suit by creditors against executors or administrators to compel an

accounting, notice of entry of land, advertisement of property on which mechanic lien has been filed, notice filed by any person when demanding a homestead and personal property exemption, sale of property of public schools when no longer needed for the purpose, notice by the clerk of the court of money in his hand that has been paid to him by the commissioner of wrecks.

On the other hand the State law compels that in the taking up of stray animals of which report has been made to the register of deeds of the county, such animals sold and the proceeds to be paid over to the rightful owners when found, advertisement shall be made in a newspaper whether it is one cow or the stock of a farm, and then it declares the publisher shall receive not more than $2 for his services. The only price stipulated for legals which is reasonably fair comes in the matter of the qualification of executors and administrators for which $2.50 can be paid. These are manifestly of but little more than eight or ten lines as an average.

The laws of North Carolina continue in this way from year to year because we apparently manifest no interest in their change and though working continued hardships we do not set about to correct them. A former State Senator commenting on this very point declared that he had often noticed it, and thought the law should be more specific but that the newspaper folks didn't appear to be much interested and they were the people effected. These laws could be changed and modernized if just the editors here would interest themselves. Let a committee have a bill drawn that be fair to all, just as they have in a majority of the other States, then let the rest of us see that the fellow we send from down home knows about it, and if possible get him to work for it when it comes up.

Obviously North Carolina is far behind in not bringing the law within the range of payment for space required and this detail would necessarily be taken up by a committee that should consider carefully conditions. What our neighbors in other States are doing is of interest. Alabama pays one and one-half cents a word for first insertion and one cent per word for subsequent insertions. Illinois prescribes one dollar per hundred words; Georgia allows three-fourths of a cent for each insertion; South Carolina fixes the rate

at $1 an inch for the first insertion and 50 cents an inch for subsequent insertions, this figure based on brevier type; Massachusetts has no maximum or legal rate nor is the unit of measurement fixed by statute. Connecticutt nor Maryland fixe the legal rate. California has no standard charge. Mississippi prescribes the column inch as the unit. Colorado does the same thing and allows 84 cents an inch for first insertion and 48 cents for subsequent insertions on the basis of nonpareil type. Florida provides for not more than $1 per inch for the first insertion and 50 cents per inch for subsequent insertions, single column, nonpareil. Arizona provides the inch scale with payment of $1 per inch.

Some States use the specification of a folio and then designates the size of a folio while others use the definition of a square. Minnesota defines a folio as the space occupied by 250 ems solid. Montana's folio is one inch of solid nonpareil, 13 ems wide and the payment is $1.50 for straight matter and $2 for figure work. New York uses the folio and provides that the term means 100 words, counting each figure as a word and more than 50 and less than 100 words count as a folio. . The country papers in New York are privileged to charge 75c per folio for the first insertion and 50 cents thereafter. In the counties containing cities, but not in New York City, they are allowed to increase this rate 25 cents a folio, each insertion.. In the City of New York 12 cents per agate line of 30 ems is allowed each insertion.

The square is used as a designation in many States, but its many sizes and shapes as set out in the definition prevent any standard count. Nevada defines the square as 10 lines nonpareil, with $2 for the first insertion and half that for subsequent insertions. Nebraska has a square of 10 lines with the usual basis of nonpareil and the payment is a dollar a square, and fifty cents for subsequent insertions. Missouri specifies 250 ems of nonpareil as a square and $1 and 50 cents, respectively, is paid. North Dakota has a square of 12 lines nonpareil, and specifies 75 cents and 50 cents. Iowa specifies an inch of 8 point type set solid and pays a dollar per insertion. Kansas has a square of 250 ems and pays 50 cents and and 25 cents, respectively. Indiana uses the same measurement as Kansas with payment of $1 and 50 cents.

Then follows the proposition of what the law should make mandatory that should be published and in this the States vary greatly and North Carolina could well profit in a remodeling here. This to be done with regard for the taxpayers, to be worked out as it has been done in other States by deliverating committees and lawmakers.

In closing let me urge our fellow members of the Fourth Estate in North Carolina to let's bestir ourselves and with a regard for the rights of others, but with a consciousness of our duty to safeguard and protect our own interest, let's work for an early correction of this abuse. As we are working for a grander, nobler, greater State, in our zeal for this should we be ever mindful that as guardians of the home we should demand for those we love the just return from our efforts. May we amend our constitution, if need be, and broadening our scope of activity and effort let's name a Legislative Committee from the North Carolina Press Association and place thereon men with whose interest our's shall be common, men who shall contend for no more than is fair and right.

Remarks on Mr. Horne's paper were made by Messrs. H. A. London, R. R. Clark, B. H. De Priest, W. W. Weaver, W. L. Hill, Santford Martin and H. B. Varner.

Mr. Varner moved that a Legislative Committee of five, to include Messrs. London and Shipman, be appointed by the President, and the motion carried.

President Cowan spoke of the suggestion made to him by Mr. R. E. Carmichael, of the Winston-Salem Sentinel, in regard to the establishment of a paper mill in this State. Mr. Z. W. Whitehead made some remarks on this suggestion and moved that the President appoint a committee of three to prepare resolutions memorializing the General Assembly to enact proper forestry laws, etc. The motion was adopted, and President Cowan later appointed the following as members of that committee: Messrs. Z. W. Whitehead, R. R. Clark and R. E. Carmichael.

Mr. B. S. Skinner, mayor of Durham, was called upon and spoke a few warm words of welcome to the editors.

On motion the convention adjourned until 2:30 p. m.

Immediately after adjournment the editorial party was taken to West Duke building where a luncheon was tendered on behalf of the Faculty of Trinity College. The luncheon was planned and served by the wives of the members of the faculty and was perfect in detail. Ten tables were prepared and about one hundred guests were served.

Afternoon Session.

The Association was called to order by President Cowan at 2:30 o'clock.

HISTORIAN'S PAPER.

Mr. E. E. Britton, Historian for the year, read his paper as follows:

Colleagues of the State Press, Ladies and Gentlemen:

Some people are born historians, some people achieve historians, other people have historians wished upon them. This afternoon you occupy the third position, but I promise you that your agony will not be prolonged, for I am not much of a historian. Being a newspaperman I am forced to live my life in the present and future, always having before me the teaching that "yesterday's paper is like a last year's bird nest," so I am going to give you newspaper history since our last meeting in high places and on the jump.

Why I am the historian of this year's meeting of the State Press Association is a short story. Editor W. B. Thompson of The Hillsboro News, elected to fill this period in the program has disappeared somewhere in the trenches of "unable to be present," and I was selected by President James H. Cowan to deal out to you those "stubborn things" called facts. And thus it was that I fell for the invitation, and am here, knowing that you will have to stand for what I say, no matter how bored you are.

Since I accepted the invitation to gossip about the papers of the State during the past year I have wondered why I did it, and can fix on nothing more reasonable than on the

position taken one time by former Governor Glenn, when he was just plain "Bob" Glenn, a young fellow with his law shingle hanging out in Winston-Salem. It happened that there was a vacancy in the position of captain of the Winston-Salem military company, and as those were in the days of brass buttons, gold lace and generally decorative uniforms, ante-dating the dusty khaki-clad soldier boy days, there were several full fledged desires for the place of captain. One day it was noised around that "Bob" Glenn wanted the place and as "Bob" had already won reputation as a hustler after any office he wished, the other aspirants assembled on the anxious bench and appointed a delegation to visit him, and shoo him off.

Came then the delegation to "Bob" Glenn, in it some of his close friends pledged to support some other candidates before the was known to be in the race. The case was gone into at length, but "Bob" proved obdurate, refusing to stand aside. Finally one in the party in desperation exclaimed: "But what in the world do you want the place for, Bob; you-ve never seemed inclined to the military anyway?" Gravely looking at his interrogator the candidate for military honors replied:

"What do I want the place for? Why that's easy. It's because I've never been captain of a military company, that's why."

So there you are. I've never been Historian at a State Press Association meeting, and that's why I am on hand to do my bit on the program today.

It has been a year of his for the newspapers of North Carolina. I say that because it sounds like a Historian should speak, because if there had been no history in the year, I could not be talking to you, for history has a fixed habit of rambling on, and in being a year of history the past year has been just like other years, for they all had history. It is not to be blamed for that. Things just had to happen, and they happened. Which reminds me of hearing of two young ladies holding a whispered conversation on the train the other day, while I was in the seat just ahead of them. Questioned Imogene of Muriel—onw, I am not certain that the sweet young things were adorned with those names, but but they sound soft and confiding and mushy, hence Imogene and Muriel — asked Imogene of

Muriel: "What was that commotion I heard over at your hours just before day yesterday?" Replied Muriel to Imogene: "Why, it was this way. George had been calling on me and was just trying to slip out without pay knowing he had stayed so late; Pa was trying to slip in at the side-door without Ma finding it out, and Ma was quietly working her way to the kitchen to light the fire so George would not see her, when just at that time the newsboy delivering the morning papers ran up on the front steps and had a collision with the milkman, who was going down. Everybody got mixed. And there was some commotion, I assure you."

Things just will happen, you see, and that's what makes history. Hence you find on the program of this meeting the announcement that I am the Historian, with the big "H," for somebody has to hold down the job.

I am telling no secrets out of school when I say that the press of North Carolina has shown a marked advance during the past twelve months, for this is a matter which each one of you must have recognized, this improvement manifest in both the daily and the weekly papers of the State. In the columns of our papers we have been showing the vast progress made by North Carolina, and we have illustrated this by the real betterment of the newspapers themselves. In make-up, in the selection of matter, in the way the news has been handled, in the increase of illustrations bearing upon North Carolina events, in the editorial treatment of pertinent topics, in the attention paid to the manner of displaying adverisements, the advance of our papers has been marked. I do not believe that the papers of any other State taken as a whole, have better illustrated the mobilization of the National Guard than has been done by the papers of this State, while the Christmas and Easter editions were remarkably fine.

In the history of the newspapers of North Carolina I do not believe that in any year we have shown to more advantage than in the support we gave to education this year. In our meeting at Montreat last year a resolution was adopted pledging our support for the campaign to wipe out illiteracy in the State. We fulfilled the pledge made by the splendid backing which we gave to the "Moonlight Schools" movement, in this the weekly papers of the State in many instances going the limit of support by publishing

the lessons themselves, as well as calling vigorously upon the illiterates to attend the schools and upon the public to give a generous support to the work. That campaign was one which reflected the highest credit upon the press of the State, a matter which is freely acknowledged by the State Department of Public Instruction. And, best of all, we are ready to go on with that progressive work.

In a business way the information which has reached me shows that the year has been a prosperous one for the papers of the State, as it has been a year of prosperity for North Carolina generally. In 1914-1915 we were up against the hardships which came with the first year of the war in Europe, and our advertising columns showed that the pinch of the war was being felt in this State. But the twelve months past have told another story. Advertising has been resumed in an increasing volume, and some of us, the majority of us I believe, have seen it reach a higher tide than ever before. As an offset to this we have met an increasing advance in our print paper bills, but we can't expect the sun to shine for twenty-four hours of the day, and I believe that even if the price of paper has advanced, our balances are of the comfortable size on the right side of the ledger.

During the year there have been but few papers to fall by the wayside, and none of these have been papers of any long standing. Those which did go were established in small places and had but little chance for life from the start. Taking these into account I do not believe that in any line of business in the State does the past year show a better record of business stability than is shown by the newspapers. That record is a tribute to the business judgment and efficiency of the men at the head of the papers, and is one thing which is carrying us toward the day when the editors of the papers of the State will put an end to the squib-making about the "poor newspaperman" and the burglar who passes him up, that the editor has no money and little credit, that his paper is the charity box of the town. Such things as that in the columns of our papers hurts them, and it is not true except in very exceptional cases. I am glad to report that the papers which indulge in that poor sort of attempted wit are growing fewer and fewer. May the tribe utterly disappear from the face of the earth!

Coming now to what may be termed the big events of

the year in newspaperdom in North Carolina there are some of these which stand out prominently in my mind, as I doubt not that they do in yours. The greatest disaster of the past twelve months was that which befell the News and Observer, which for the second time in thirty months was driven from its home by fire. The first fire, that of April 24, 1913, left part of its building and its equipment; that of April 24, 1915, was an entire loss, and meant a rebuilding and a re-equipping from the ground up. That work is now nearing completion and The News and Observer expects next month to be again in its own home, with an entire new outfit, its new building, now in the course of erection on the old site, being made as nearly fire proof as buildings can be made, with brick and concrete put together in the most approved form.

Another fire loss of the year was that which befell the Square Deal, of Snow Hill, Editor George A. Jones losing his entire plant; the blow was a severe one. It is gratifying to know that in the misfortune which came upon him there was a generous response on the part of his brethren of the press, as there was no insurance held by him.

Another matter of note in the year was the passing of the Charlotte Observer into new hands, the paper having been sold to Walter B. Sullivan, of the Columbia Record, and Curtis B. Johnson, of the Knoxville Sentinel, Mr. Sullivan coming to take personal charge of the Charlotte Observer. There were many changes made in the staff of that paper, but is a matter of gratification to the newspaper fraternity of the State that Col. Wade H. Harris remains with he paper as is editor, a position which he continues to fill with that ability which has given him high place in the esteem of the people. Under its new ownership the Observer became quite gay for a while, its face losing its familiar look, but after a while it it came back to its moorings—or nearly so—for Col. Harris now speaks to us from wide column editorial measure. The new men of the Charlotte Observer have been given a warm welcome to the State, and are taken into the fold as co-workers with us for the upbuilding of North Carolina.

During the year three other papers have changed hands, the Wilmington Dispatch, the Greensboro Record, the Asheville-Gazette-News, with its name changed to the Asheville

Times. The Wilmington Dispatch was bought by a company of Wilmington gentlemen, among them W. B. Cooper, W. E. Lawson, and Thomas W. Davis, the former owner, R. P. McClammy retiring from the field. It is a pleasure to the newspaper men of the State that the president of this association, James H. Cowan, was retained as editor, and that he is heard from more frequently from the fact that the Dispatch now issues a Sunday edition. The Gazette-News, now the Asheville Times, was bought by a company of which Charles A. Webb and Owen Gudger were named as principals, and last week it was announced that T. W. Chambliss, who has seen service on a number of papers on both the editorial and busines side, had been made general manager, and has secured a substantial interest in the business. His addition to the force of the Times gives it a most able newspaper man. The Greensbore Record, sold following the death of that beloved editor, Joe Reece, is now the property of Col. Al Fairbrother and George B. Crater, and is a most readable publication, with the Associated Press as a big asset, the Al Fairbrother flavor featuring the editorial page, which means that it is filled with human interest topics.

Article III, Section 4 of the Constitution of this Association directs that the Historian "record the newspaper history of the year, giving special prominence to new publications, suspensions, changes in business or editorial management of all the newspapers in the State, and shall include therein a brief sketch of such journalists in the States as have died within the year," and that he shall read the result of his investigation at the ensuing session of the Association. As I undertook the preparation of this paper only lately, and as but few responses came to the letters of inquiry sent out by Secretary Sherrill, who undertook this for men in my absence from the State for some weeks, it has not been possible for me to cover the field as I desired, a matter which you all see has been beyond my control.

Taking as a basis the latest available report of the Commissioner of Labor and Printing, I find that there are 330 publications of all kind in the State, in this list being ten morning dailies, twenty-two afternoon dailies, two hundred weeklies, and thirty-one semi-weeklies, monthlies,

semi-monthlies, quarterlies and annuals completing the number. The new morning dailies are the Cape Fear News, published at Fayetteville, with A. M. Moore, publisher and editor, also of the Fayetteville Index, as editor and publisher, and the morning New Bernian, at New Bern, with the Hill Printing Company as publishers, and James B. Dawson as managing editor. Elizabeth City now has an afternoon daily, The Advance, and for nearly a year the Hickory Record has been flourishing with Samuel H. Farabee as editor This association has on its list of members the editors of 140 newspapers, and each of these was written to by Secretary Sherrill, asking for data to be used in this paper, yet I have had but thirty-nine responses, and am proceeding with this paper largely from my recollections of the year.

The combined circulation of all the newspapers and periodicals published in North Carolina is now in excess of a million, five hundred thousand, and it is a curious coincidence that the value of the plants reporting to the Commissioner of Labor and Printing is about a million, five hundred thousand dollars, two hundred and twenty-five papers reporting 1,466 persons employed in the various departments, with two hundred and five of these estimating an aggregate pay roll of $785,802, the highest daily average wage is $2.51, the lowest average $1.09. The list shows that there are seven papers published every day in the week; five morning dailies, these the Raleigh News and Observer, the Charlotte Observer, the Greensboro News, the Wilmington Star, the Asheville Citizen; two afternoon dailies having Sunday editions, the Charlotte News and the Wilmington Dispatch.

From the papers which have sent reports to me I gather the following:

Morning Dailies.

Two morning dailies have responded to the inquiries sent out as follows:

Winston-Salem Journal—Reecntly put on full leased wire Associated Press reports, supplanting "pony" A. P., and giving Winston-Salem and section their first full Associated Press paper. Added one new linotype machine this year.

The News and Observer, Raleigh—Plant completely destroyed by fire on November 6, 1915, the building having been rebuilt after the fire of April 24, 1913, which was almost a complete loss. A new fire-proof brick and concrete building is being erected on the same site, and it is expected that this will be ready for use in August. The paper did not miss a single issue from either fire, the Raleigh Times putting its plant at the service of the paper each time. Six modern linotypes were installed in the temporary quarters to take the place of the six destroyed, the paper now using only the press and the plate caster of the Times. An investment of something like $75,000 is being made in the new plant which will be complete and modern in every respect. The News and Observer Year Book was enlarged and the price increased to five dollars. The paper now has its own special leased wire service from Washington, D. C., and has two correspondents in that city. The paper maintains a bureau in Durham with a special staff correspondent, and, beginning wtih next week, will also operate a similar bureau in Goldsboro.

Afternoon Dailies.

Five afternoon dailies make reports as follows:

Twin-City Daily Sentinel, of Winston-Salem—Arranging to put in in a 24-pags Hoe press. During the year doubled the Associated Press Service. Erected paper storage addition, 20 by 40 feet, two stories high. Mr. W .F. Burbank, president of the Sentinel Publishing Company, died in Oakland, Cal., in February, 1916.

The Durham Sun—Roger Steffan succeeded D. C. Bathchelor as editor on October 1, 1915. During the year the Sunday Sun was established as an addition to the afternoon daily. A new linotype, Model K, has been added to the equipment. Both afternoon and Sunday morning editions make a large use of illustrations.

Charlotte News—Sold more papers and did more business than ever before during past year.

Concord Daily Tribune—William M. Sherrill has become associate editor with J. B. Sherrill. Has put in Omaha attached folder.

Greenville Reflector—C. B. Whichard became business manager in October, 1915.

Weekly Papers.

Reports were received from 32 weekly papers, some of the reports from other papers, as follows:

Chatham Record, of Pittsboro—This paper continues in the same hands. For thirty-eight years it has been edited, owned and published by its present editor and owner, the only instance of the kind in North Carolina journalism. This association has had the honor of having its distinguished editor, Major Henry A. London, a man who gallantly wore the Confederate Grey, as its president, and now is honored in having him a member of its executive committee.

The Selma Chronicle and the Weekly Review, of Benson—Both under the editorial control of J. A. McLean. Installed Model K linotype; user for both papers. The Weekly Review was established during the past year.

The Spencer News—The paper has been bought by A. W .Hicks, who is the editor and publisher.

Washington Progress—Was established March 23, 1886. In 1888 W. K. Jacobson bought the plant and has owned and edited the paper since that date. Has moved into better quarters. Changed from eight page, seven column to eight page, six column, so as to get regular size of paper promptly.

Sylvan Valley News, of Brevard—On January 3, 1916, plant was leased by Ora L. Jones to Noah M. Hollowell, who purchased the paper on May 1, 1916. The paper has been increased in size from eight to ten pages, of six columns each. Makes subscription payable in advance. Increased advertising rate from six to thirteen cents per inch and is carrying advertising from nearly every merchant in Brevard.

French Broad Hustler and Western Carolina Democrat, of Hendersonville—Leased to Gordon F. Garlington, editor and publisher. Editorial matter furnished from time to time by M. L. Shipman. Mr. Garlington succeeds Noah H. Hollowell, who was his partner, now editing the Sylvan Valley News at Brevard.

Laurinburg Exchange — Installed Model K linotype during year.

Hertford County Herald, of Ahoskie—Has been purch-

ased by James S. Vinson, manager, and J. Ray Parker, editor, from W. G. Smith. Installed new office fixtures. Now uses gasoline motor in place of hand power. Building improved. Will install linotype September 1 and change from four page home print to eight page home print.

Siler City Grit—Home product, strictly local. Editor Isaac S. London does his own mechanical work, except that done by the rest of his force, consisting of a "devil," who works first three days in each week at $4.00, selling nursery stock balance of time. Guaranteed circulation 2,100. Country Campbell press, Mentges folder, Horton mailing machine. Conducted a Noah Webster "blue back" speller premium offer in February, giving away 600 spellers at a total cost of $70.00. Receipts during the period $800. Cost of collection nine per cent.

Cleveland Star, of Shelby—Job department greatly improved by addition of new type, cutter and punch.

Albemarle Enterprise—Has expended over $2,000 for type and presses, installing a new Chandler and Price Job Press, a Babcock Pony Press, and a Babcock Newspaper Press.

Statesville Landmark—Has installed new linotype, Model K, the other linotype in use being Model 8.

Lexington Dispatch—E. E. Witherspoon, of Cherryville, formerly with the News and Observer as telegraph and news editor, succeeded A. L. Fletcher as local editor, Mr. Fletcher going to Raleigh to practice law. Ran a live stock campaign and gave away seven pure bred bulls and eight cream separators. Took 22 Davidson county farmers to Catawba county to see the fine herds of Jerseys and the dairies, and to get information on co-operation among the farmers.

Wadesboro Ansonian—Adopted cash-in-advance system January 1, 1916, and find it best thing ever did. Paid up circulation is now more than 2,000 and an established advertising rate of 15 cents per inch.

Standard Laconic, of Snow Hill—Installed Model K linotype in February, also cabinets for old style stands.

The Aurora-Highlander, of Shelby—B. H. DePriest, the founder of the Highlander changed its name to the Aurora-Highlander on November 1, 1915. Later resigned as editor, being succeeded by his father, George W. De

Priest. B. H. De Priest expects to establish a weekly newspaper in Western North Carolina this year.

Bladen Journal pushes Bladen and Bladen pushes the Journal." Additional office fixtures and type.

The Wendell Times—Marcus A. Rollins succeeds Fred H. May as editor. Spent $250 for new paper cutter and other material.

Chadbourn Herald—Ottis C. Kelly made editor on April 6, 1916, C. L. Benton manager till June when Mr. Kelly took full charge. The subscription list nearly doubled. Expects to install new press soon.

Pinehurst Outlook—Ralph Page succeeded Herbert L. Jillison as editor.

Sand Hills Citizen — Successor to the Southern Pines Tourist—On death of L. P. Stradley, publisher, H. E. Foss became manager and editor.

Fremont Messenger—Succeeds Fremont Progress which was established August 20, 1915, with J. B. Shaw as editor, the change in name being made January 1, 1916. The paper is owned by J. B. Shaw and J. W. Flors. The Messenger was formery editer and owned by W. E. McGee, during its publication previous to the establishment of the Fremont Progress.

The Christian Sun, of Elon College—Rev. J. O. Atkinson declined re-election as editor after sixteen years of service. He has been succeeded by Rev. C. B. Riddle.

Free Will Baptist, af Ayden—Has recently installed an H. O. oil engine, and reports a saving of $1.00 a day over gasoline engine. Uuses 4-horse power. Has Model K linotype and Miehle press.

Ayden Dispatch—Has now a well fitted outfit of its own. W. E. Hooks is the owner and publisher and Herbert B. Utley the editor.

The Oakboro News.—H. Craig Richardson has become editor.

Zebulon News—A new paper in Wake county, established on June 10.

Reports have been received from seven publications which report no changes: Marion Progress, Franklin Times, of Louisburg; Franklin Press, of Franklin; Carolina Republican, University News Letter, of the State University; Southern Furniture Journal, of High Point. The Kan-

napolis Star reports W. N. Pharr as business manager, beginning January 1, 1916.

I am indebted to Mr. C. C. Rhame, of the Mergenthaler Linotype Company, for the following information:

Asheville Times—Purchased new equipment, including two linotypes and in other respects improved the property.

Morganton Messenger—Suspended.

Hickory Daily Record—Began publication last fall. The Clay Printing Company, publishers, Samuel H. Farabee formerly editor of the Raleigh Times, editor. Is doing well purchased Model K linotype. Has purchased Hickory Democrat and incorporated it with Record.

Catawba County News, of Newton—Installed Model K linotype.

Newton Enterprise—Installed Model K linotype early in 1916.

Cape Fear News and Fayetteville Index — Installed Model 8 linotype.

Lexington Herald—New paper at Lexington, installed Model K linotype.

Skyland Magazine, of Hendersonville—Suspended.

Standard-Laconic, of Snow Hill—Installed Model K this year.

Greensboro Record—Installed Model 14 linotype and made other improvements after purchase by Col. Al Fairbrother and George B. Crater.

News-Dispatch, of Clinton—Purchased by W. H. Fisher from Thomas E. Owen, former editor and publisher.

Laurinburg Exchange—Installed Model K linotype.

Kannapolis Star—New weekly, published by J. J. Pierce. Uses linotype.

Lee County Journal and Lee County News, of Jonesboro and Sanford, respectively—Consolidated by J. B. Benton and published at Jonesboro.

Greensboro News—Added a Model 14 linotype.

THE MORTUARY RECORD.

During the year past the newspaper fraternity has been saddened by the death of four men who had long been engaged in the work. There will be extended tributes paid these at another time, and here I need only mention them:

Joseph M. Reece, known better among us as "Joe" Reece, for long years the owner and editor of the Greensboro Record. When the last form for him was closed he lay down to sleep, having served faithfully, leaving an honored name, beloved by all who knew him, a type of the Southern editor of the old days at his best.

T. G. Cobb, editor for twenty-nine years of the Morganton Herald, in the newspaper work for thirty-six years, forty-nine years old when he died. His was a high place in the esteem of his fellow men, honored by his townsmen by election as mayor, for thirteen years either assistant or chief clerk of the House of Representatives of North Carolina. The profession of journalism lost one of its most devoted and earnest workers when "30" closed his eyes in the eternal sleep.

W. F. Burbank, for long years the president of the Sentinel Publishing Company, of Winston-Salem, who passed away in Oakland, Cal., in February, 1916. Deeply interested in his paper, a man of force and business ability, he had built up a valuable publication, and his death brought great regret.

L. P. Stradley, publisher of the Sand Hills Citizen, at Southern Pines, a man who had served for years, his paper one that aided in building up the interests of his section. His death brought grief to a large circle of friends.

A notable event during the year was the establishment of the Western Carolina Weekly Press Association. This organization has begun its existence with great enthusiasm among its members, and they propose to make it a factor in the business of the weekly papers of Western North Carolina. The President is Noah M. Hollowell, of Brevard; first vice president, Broadus H. De Priest, of Shelby; second vice president, R. L. Sandidge, of Bryson City; secretary, Ora L. Jones, of Brevard; treasurer, W. F. Little, of Tryon; Historian, Dan Tompkins, Sylva; orator, Horace Senteile, of Canton; poet, J. D. Boone, of Waynesville; executive committee, J. D. Boone, of Waynesville, Gordon F. Garlington, of Hendersonville, R. D. Marsh, of Rutherfordton.

I do not present this paper to you with any thought that it is a complete history of the press of the State for he past year. Other new weeklies besides those I have mentioned

have been established, and the newspaper "graveyard" contains others. Yet had there been a longer statistical report to make I fear that your patience would have been taxed more than I know has been the case. But under our Constitution I had you at my mercy, and so laid on the lash of figures. Which reminds me that people have sometimes been compelled to hear things which they would like to have passed on. It is something like the case of Mrs. Soft, her neighbor, and Tommy Soft. At the conclusion of one of those over-the-back-fence conferences with a friend, Mrs. Soft came into the house with her face hard and red.

"Come here, Tommy!" she commanded her young son. "I am going to punish you, but open the windows first."

What for?" said Tommy, beginning to weep. "I ain't done nothing."

"No matter about that," replied his mother, "I have just heard that that cat across the road said I have no authority over you, and I want her to hear you getting a whipping. So come along, sir!"

You see, the Constitution gave me authority and you have had yours. But I believe that you knew what was coming, for you have been up against the same proposition before, and were in a state of preparedness, the popular condition of these days. Which reminds me of Mary, the house maid, and her case of preparedness.

As Mary was clearing the table she remarked shyly to her mistress:

"Please, mum, I'm thinking I'll have to give you notice."

"Notice, Mary!" exclaimed the lady of the house, in surprise. "But what for? Why do you want to leave?"

"Oh, mum," said Mary, twisting her fingers coyly together, "I'm thinking about getting married!"

"And who is the happy man, may I ask?" questioned the mistress, her interest in a love story promptly aroused.

"He—he sits across the chapel from me," came from Mary.

"And what's his name?"

"I don't—don't know!" confessed the maid.

"What! You're surely not engaged to marry a man whose name you don't know," exclaimed her mistress.

"Not exactly engaged, mum," corrected Mary, "but he's been looking at me, and I think he'll soon be speaking!"

Mr. J. Z. Green, of the Carolina Union Farmer, read the following paper on

THE EDITOR'S DUTY TO HIS RURAL READERS.

Every editor has his own individual conception of his duty to his readers, and under the modern tendency to commercialize everything, including the newspaper field of service, and to make the dollar mark loom up so prominently that editorial opinions and news items, in some instances, become commercial commodities, I could hardly hope to discuss this subject without getting into irreconcilable conflict with somebody's preconceived opinions of the ethics of the newspaper profession, which, according to various standards adopted, permit of a great deal of flexibility.

There are perhaps several fundamental reasons why improvements in agricultural methods do not keep pace with development in other industries, but the absence of effort to give unusual agricultural achievements the deserved and needed publicity is partly responsible for the lack of enlarged vision, inspiration and enthusiasm among those who are living the life of the farmer.

For the editor to render the best service to his rural readers he must have accurate first-hand information about existing conditions in the rural sections in which his paper circulates, but with modern means of quick automobile transportation there is little reason why the editor of a weekly paper should neglect visiting the farms of his county that show notable progress and development, and then give his rural readers the story in a manner designed to create enthusiasm and interest. These stories should be written about resident farmers and not about those who farm the farmer. In counties that have demonstration agents the editor should make an occasional trip with the county agent, and an editor who owns the means of moulding public sentiment in his county ought to be ashamed to keep on living in the county if it does not have the services of an efficient farm demonstration agent.

In the South, where the common mistake of producing so-called money crops extensively has caused a very large

per cent. of the agricultural wealth which has been created to be absorbed in the process of distribution, the editor can render much more effective service by making prominent news items when the self-financing live-at-home farmer brings some surplus food products to tofn, (and if he has his crop of cotton or tobacco at home holding for better prices give emphasis to this fact) than to make an attractive news item when John Smith sells his twenty bales of "distressed" cotton in the fall and gets the kind of money that "talks" and tells him "good-by" as it leaves him to pay for fertilizers and supplies used in making the cotton. In no section of the country, perhaps, does the necessity exist more for the application of better rural economics as in the cotton and tobacco-producing sections of this State, and publicity that tends to correct economic errors that are diverting our wealth to other sections can be made a valuable asset not only for the rural communities but for the towns as well, for after all it is the ability to retain a fair proportion of the wealth created that makes a country rich, prosperous and happy.

Editors can also render some valuable service by giving especially attractive publicity to rural communities that are waking up from their long sleep and are organizing Farmers Unions, community leagues, farm women's clubs and other agencies that tend to develop the community spirit and the spirit of co-operation. Agencies for rural uplift that do not deal with farming as a life as well as a business must inevitably face keen disappointment with net results of their efforts. Units of society in the rural communities must be more closely interwoven before rural life can be made satisfying and attractive, and the editor who wants to render service to his rural readers should use every conceivable opportunity to encourage the get together spirit through permanent rural community organizations.

If the editor is not getting political patronage that makes him silent in several different languages about needed political reforms that would affect agriculture, or for any other reason is influenced to silence about needed progressive changes, he ought to familiarize himself with the true relation of agricultural departments to the business of agriculture and see if services of these governmental agencies can be improved upon, and then say something about it in

paper and say it boldly. It's all right for governmental agencies to teach better farming as represented by greater production, but it's a disgrace to our civilization that our processes of distribution are so organized as to make increased production bring distress and calamity to the producers, and that seven billion dollars of the thirteen billion dollars worth of agricultural wealth which we are creating annually is absorbed in distributive processes, and it is painfully significant that of the thousand pieces of literature dealing with production there is not one that grapples comprehensively with the problem of distribution. There are bulletins devoted to bugs—the lace bug, the boll weevil, the cone beetle, the Hessian fly, fleas, gypsy moths, cattle ticks, brown tail moth, cockroaches, and chinch bugs. We are not lacking in information about the little bugs that eat the plants, but we are mighty short on governmental information about the bugs that eat the farmers' income to the amount of seven billions annually. It's all right to kill the little potato bug to save the potato but it's wrong to give more than half the potato to the speculative bugs that create no wealth.

The problem of distribution will hardly be taken up very seriously by governmental agencies until public sentiment is made stronger in favor of it through the agencies that can do most to create sentiment.

The editor who does not keep ahead of popular opinion can not make his paper much of a constructive force in the community. If he travels no faster than public sentiment travels, but merely drifts with the tide, he may make a living out of the newspaper business, but making a living will be his biggest achievement. Every step of progress that has been worth anything to the human race has represented a change, and behind the changes were men who were faithful and brave enough to become pioneers and lead out of the beaten paths, and it often happens that a pioneer must endure the scoffs and knocks of the very folks who are to become the beneficiaries of his efforts and his sacrifices.

An enduring rural civilization depends upon home ownership. Of the larger problems that affect seriously our rural life conditions, the problem of absentee landlordism and tenantry is the most important, and as yet we have not produced any statesmanship big enough to make a suc-

cessful attempt to remove the causes or to even mitigate these conditions, and farm tenantry is constantly on the increase. The millions of homeless, moving white tenants in the South, who have little hope for themselves or for their children, furnish some living proof of Dr. Carver's declaration that next to war, pestilence, and famine the worst thing that can happen to a rural community is absentee landlordism. The press, the pulpit, the colleges, the schools and all other agencies that are interested in promoting a desirable rural civilization have this problem of absentee landlordism to reckon with. We may be able to help some of the tenant class to become home owners, but not through any rural credits legislation that has as yet been enacted. With now and then an exception it is discouraging to note the silence of the press on this grave menacing problem.

Mr. Archibald offered the following resolution, which was adopted:

In the death of Mr. T. G. Cobb, of Morganton, the North Carolina Press Association has lost one of its most devoted members, and the State a worthy and valuable citizen.

We desire to express to his family our sincere sympathy, and a sense of our own bereavement in the removal of this beloved brother to the undiscovered county.

The convention then adjourned and at 4 o'clock the members of the editorial party were met at the college by members of the Rotary Club, who escorted them to the "Bull" and Liggett and Myers tobacco factories and to Watts' Hospital. Thorough trips of inspection were made at both factories, the party being personally conducted through the plants by Superintendent N. E. Green, of he "Bull" factory, and Superintendent W. D. Carmichael, of the Liggett and Myers plant.

At the Watts' Hospital the party was shown every courtesy, being shown through the magnificient institution by the superintendent, Dr. C. D. Hill.

Night Session

The Association was called to order by President Cowan in the Academy of Music.

The annual poem as follows was read by Mr. William Laurie Hill:

THE YOUNG OLD MAN.

What paradox is this, our poet would propound,
Wherewith to whet the edge of human wit;
Or be this subject one of empty sound,
By neither rhyme nor human reason lit.

The young old man, we meet him every day,
The old young man, he crowds the world's highway.
Each counts not age by years; lives while he may—
The old man may be young; the young man gray.

Years make not age, pawns are they in the game,
It is the now that counts in human life,
And as we gather wealth, or strive for fame,
We should not plough deep furroughs in the strife.

We see a man, brisk, lively and alert,
With ready wit to answer every call.
No furroughs in his cheek; some call him pert,
Though grey, he seemeth younger than them all.

He ever finds sweet fellowship with youth,
His heart in sympathy with joy and mirth—
Scorns the dissembler, only speaks the truth;
We write him down as truly "salt of earth."

To him all women wear a royal crown,
Are queens of heart and home, and country, too.
This old young man would share wealth and renown,
Seek some fair woman's heart, to win and woo.

The wooing doth not end, a honeymoon
That lasts until the almond blossoms bloom,
Completes the life to him a happy boon;
Mid sun set joy he ripens for the tomb.

All hail! ye young old man, thou are a Prince,
Worthy to wear the crown thy youth doth win;
Thy daily living doth the world convince,
That such as he can only conquer sin.

A green old age just means eternal youth,
We leave our earthly shell, take wings and fly
To dwell where all is peace and love and truth,
Nor shall we ever breathe another sigh.

President Cowan presented Hon. Josephus Daniels, Secretary of the Navy, a member of the Association, who after a few brief remarks presented Mr. Melville E. Stone, General Manager of The Associated Press, who was the honor guest of the occasion. Secretary Daniels told of how Mr. Stone had been instrumental in bringing men of different creeds into one great family through the medium of the Associated Press. Mr. Stone, the speaker declared, has fulfilled a mission that no other American has. He saw that the people should have accurate, unbiased information concerning all great events throughout the world and the evolution of this idea led to the organization of the Associated Press, twenty-three years ago.

In former years, Secretary Daniels said, there were various news associations in the country, these being sectional. One was located in the New England States, one in the South and one in the West. As the people read the news they wondered what interests lay back of it. The nation was divided, each section having its partisanship and bias reflected in the press. The need of co-operative organization, whereby all the news of the world could be collected and furnished to the American people, was felt and The Associated Press was the result of this need.

The speaker declared that all the information available is essential to the success of a free country. Formerly, we did not have accurate news. With the formation of The Associated Press twenty-three years ago, according to the Secretary, in looking about for a man to be the master mind of the organization they sought a man who possessed valuable experience as an editor, a banker and a business man, this being Mr. Stone, who had among other things, interviewed the Czar of Russia, talked with the King of England and conversed with the laborer in Bremen. Under the leadership and information of Mr. Stone the association was formed. "This man of vision and action," the Secretary asserted, "has translated the news of the world in impartial accurate manner, making it possible for us to sit at our breakfast tables and supper tables and read the recent events of the world. Space is dispelled by the efficiency of the organization."

MR. STONE'S ADDRESS.

Mr. Stone appeared and in the beginning of his address alluded to the fact that he has had fifty-two years' experience in the journalistic profession. He said that he is grateful to the newspapers of the country for their co-operation, support and sympathy during the twenty-three years in which he has served as general manager of The Associated Press. He declared that he had shared his responsibilities with the newspaper men.

Mr. Stone chose as his subject "The Dignity of the Editorial Office."

The dignity of the editorial office was emphasized by Mr. Stone. Journalism, he said, is an incurable disease, and he added that the journalistic profession has larger responsibilities and opportunities and counts for more than any other profession with the possible exception of the liberal churches. In fact, he thought that the journalistic profession has higher opportunities than any other class. The minister sees his people usually once a week, while the editor comes each day.

"The editor," Mr. Stone declared, "is your household companion, always at your elbow, constantly whispering into your ear. Whether he meets his obligations is determined by his individual character. No other country enjoys this liberty in such a great degree as that of America. And the attainment of this liberty was a tortuous growth, extending over a period of one hundred years. Liberty of thought, of speech and of the press—these problems were worked out in the order named."

In Holland, according to the speaker, the people early recognized the need of liberty of thought, speech and action. John Milton, while traveling in that country, was much impressed by the virtue of the free press and later wrote the immortal words, "Give me the liberty to freely think and speak." The new power of the vocal people was born with the free press, the speaker declared. The press is the great influence which controls the actions of the governments of the world.

In this time of trial and strife with more than half the world engaged in war it is was within the power of the editor to influence the sentiment of his own people that might to a large extent govern the future of his own State or nation. With this power at his command it was within the hands of the editor to make himself the most loved or the most hated man in the community. It was within his power to lead his followers into the paths of good or evil.

Mr. Stone called attention to the fact that it is only within modern times that liverty extended to freedom of thought and of speech. It was necessary to the welfare of a republic that this last of liberties be upheld. It was therefore, he said, essential that the editor realize the power thus given him and hand every effort to keep the standard of the press to a high plane that the liberty thus acquired might be forever preserved to the people that the government which, in a republic, is of the people may remain in the hands of the people. With the advent of the privilege of freedom of thought and speech to the people he said it was never again necessary that a King must go to a Pope and beg for his throne.

His parting injunction to the editors was that in view of this great power he could but cite them to the admonition from the Scripture, "Moreover the Lord said unto me, Take a great scroll and write in it with a man's pen."

Mr. R. F. Beasley, orator for the year, delivered the following oration on

THE MODERN KNIGHT.

It is said that all men at some time desire to be editors, long to own newspapers, or feel in their hearts that they could make a better newspaper than the man who is doing it. Banks may be admired from a distance, but the frigid profession is sought by few. The sparkle of the successful legal light catches many moths but it no longer draws the imagination of the multitude. Medicine, lately become an almost get-rich-quick scheme, appeals to the commercial minded. We have the word of a distinguished playwright who forsook the cloth for the boards, that preaching is slow. Agriculture, the darling subject of the poet since the day of Horace to our own, presents a theme for fancy, but has lost its compelling realities. Journalism is the one profession that has a universal interest. It is the one profession which touches every one every day in modern life.

A doctor deals with a few dozen patients, the preacher his one congregation, the teacher his classes, the lawyer his clients, the merchant his customers, but the country editor —and he is the subject of my words—deals with all the men, women and children of his locality. His clientele is the doctor and all his patients, the lawyer and all his clients, the preacher and all his parishioners, the teacher and all his classes, the scholar and all his students, the merchant and his customers, the manufacturer and his help, the farmer and his hired men, and all the unattached multitude. He must know some law, some theology, some pedagogy, some therapeutics, some politics, some agriculture, some commerce.

He must know enough in each particular field to properly interpret its professional attitude and spirit, to be at home across its threshold, to appreciate its good points, and to be not deceived by its pretensions. He is in some sense the spokesman, the teacher, the friend, the judge of all these.

With such universal interest, with a clientele so varied, so antagonistic, so vastly different in personal attainments, in social ties, in business interest, in intellectual and moral gradations—what does the editor represent, what does he

speak for, and what is that attachment to all these which is so real, so compelling, that multitudes often feel the desire to be each himself an editor and gather up in his own hands the chords which reach so many hearts?

It must be something which concerns all men vitally, and it must be something which concerns them apart from their own particular callings and their circumstances in life. The editor of a trade journal, a legal journal or a technical paper does not have it; it attaches only to a general newspaper which stands for all.

This attachment or relation between the editor and all others, high and low, rich and poor, learned and unlearned, then, is clearly based upon those things which concern men and women as human beings and as members of the social state. The editor is the champion and interpreter of whatever tends to make men and women more worthy individuals, expand their ideals, enlarge their sympathies, and encourage their hopes. He is likewise the champion and spokesman of the rights and duties of men as members of the social state. We sum up by saying "the general welfare."

Now, the "general welfare" can rightly mean nothing except those conditions under which individuals will have the maximum opportunity to work out the fullest, freest, and happiest life of which each is capable. Not alone is the editor in this relation as editorial thunderer, but as the gatherer and dispenser of local news. There he is the mighty but unobserved hypnotist who the the happenings, both merry and sad, important and trivial, of his field, and in protraying them, suggests unselfishness to the selfish, happiness to the unhappy, health to the sick, improvement to the slothful, information to the ignorant, gentleness to the intemperate—in short, water to the unwashed. And he does all this in such an unobstrusive manner, if he does it skilfully, that none suspect, but all heed.

The general welfare, then, is the altar upon which the editor must make his vows. One lawyer called himself the people's advocate and won thereby a place upon the bench of the Supreme Court of the United States. Yet every little town in the country has one or more, editors, devoting himself to the general welfare and scarcely himself understands what he is doing. In order to help made clear to

ourselves and to the public our reciprocal relations I have given this character to my discourse. When the editor himself better understands his rightful functions he can better perform them. When the public rightly understand it can better appreciate and better reward him.

I have fancied the editor somewhat in the position of the knight errant of old who dedicated his sword to unselfishness, sought some fair lady's favor, and found his full reward in her smiles and in the untarnished record of his shield. Le us then imagine our editor as the modern knight akin to those of the

> "Time when first the question rose
> About the founding of a table round
> That was to be for God and men
> And noble deeds, the flower of all the world.
> And each incited each to noble deeds."

The modern knight fights with the pen and not with the sword. But he must fight no less bravely, no less unselfishly, and be no less willing to forego personal reward if necessary, than his noble prototype. Le me give you the picture of

SIR GALAHAD.

My good blade carves the casques of men
  My tough lance thrusteth sure,
My strength is as the strength of ten,
  Because my heart is pure.

The shattering trumpets shrilled high,
  The hard brands shiver on the steel,
The splintered spear shafts crack and fly
  The horse and rider reel
They reel, they race in clanging lists,
  And when the tide of combat stands,
Perfume and flowers fall in showers,
  That lightly rain from ladies' hands.

How sweet are looks that ladies bend
  On whom their favors fall!
For them I battle to the end,
  To save from shame and thrall;

But all my heart is drawn above,
My knees are bound in crypt and shrive;
I never felt the kiss of love,
Nor maiden's hand in mine.

More bounteous aspects on me beam,
Me mightier transports move and thrill;
So keep I fair through faith and prayer
A virgin's heart in work and will.

As I have attempted to show, the very nature of your calling puts you in a position different from other men and automatically makes you the champion of all men. Aside from the idea of "the general welfare" there is no explanation of the editorial function. No editor has so far attempted to make himself a mere purveyor of news. We admit that giving the news is his primary and most necessary function, but none attempts to stop there, and, indeed, none could if he would. He must fairly and accurately publish the news, and to be accurate and fair is the first principle of news dissemination. But a newspaper with only the news would close the door to fancy, the poetry, to high appeal, to interpretation, in short, to that editorial championship which is the chief mental stimulation in the intellectual gymnasia of the masses.

This side of journalism can never be foregone because its condition is inherent to human nature. Every newspaper is bound to be the active or passive champion of some school of thought. If it is neither the active nor the passive champion of the general welfare it must be the active or passive champion of special privilege. And if it is too feeble to be useful to either it is too dull to be read. My plea is that it is the most natural as well as the highest position for journalism to be representative and champion of the general welfare. From the cold basis of dollars and cents I believe that this must also be the most profitable position. Of course, so long as we have champions of the general welfare we will have champions of the opposition. A Jew who kept a little shop next door to a hugh department store was asked how he could do any business in the shadow of so large a competitor, "Vell," said he, "where dere is room for big elephants dere is also room for little mices, ain't it?"

In the big cities there is room for newspaper elephants and little mices, too, but in country journalism there is room only for the newspaper which stands for the general welfare.

I do not belong to the altruistic school which thinks that an editor should be rewarded solely by the enchantment of his profession. I think his pay should be in a great deal more of hard money than he is now getting. I am seeking to find the way in which the profession may receive both its ethical and is financial returns. I believe that the last is dependent upon the first—that is that the newspaper which best fills its highest mission is most likely to be a money maker. This may reduce us to a selfish unselfishness, but that is certainly the highest form of selfishness.

Therefore, it come about that of all professions, journalism is the only one whose mission is to serve all and the only one which looks to all for its returns. If it serves less than all it gets less return than it should. I believe that when the true nature of the local newspaper is better understood, when it is better able to serve its mission, the financial returns of those who labor in the work must be greater.

Here is the profession which by general consent, as well as by its very character, is the champion, the spokesman and the servant of the whole community, why should not its financial returns be commensurate with its service and responsibilities? Talent sufficient to secure a return of $1,000 in journalism would make four or five times the amount in medicine, in law or in trade. I am unable to explain why this is true. The skill, the tact, the judgment, the learning and labor required to be a good editor applied in any other profession will bring much larger financial rewards, and since this is true the editor must receive other kinds of reward, else there would cease to be good editors. The silent but sure power, the fascination of directing and stimulating the thoughts of men, the opportunity of translating one's self into his community, the unparallelled field for service, the chance to defy evil and uphold good, which I have before spoken of, must afford this additional reward. The man lacking the vision to see all these things cannot be a good editor in the highest sense. The best editors often lack the business talent to

make financial successes, but the best business sense cannot make a successful editor unless it is accompanied by the other. This is true for the reason that journalism is inherently an unselfish profession and cannot be altogether capitalized. Any community takes a pride in a good newspaper. I believe that the time is coming when every such community will be willing to pay hard money to show its pride. It is up to us to be such public servants that the country must see that our services are indispensable.

The first thing necessary is to appreciate the dignity, the importance, and the opportunity of our own profession, in no mere spirit of vanity, because vanity is the outward expression of inward littleness. I have not known a journalist who really understood his profession that did not make a success of it. If he understands it his success is marked largely by the degree of his energy.

The world has long put a moral premium upon the service. Society will some time be so reconstructed that service and only service will receive a financial premium. That may be long in the distance, but "my blood hath earnest in it of far springs to be." I believe that despite the complexities of modern life we are approaching a better measure of human values.

Inherited privileges and parasitic rewards must some day atrophy in the evolution of democracy. Unless this be true there can be no hope for the mass of mankind. The rising tide of equality must some day break all the fetters that the dead hand of the past has put upon it, and when that day comes service must become the standard of value. Of that day, Sir Knights, you are the herald and the champion. If you are not you are no true knight. It cannot be otherwise, for your very mission is enlightenment, and the corollary of enuightment is justice. No editor should be afraid of the future, and if he does not set his face toward the rising sun he is no better than Omar the Saracen, who upon taking Alexandria, burned the great library of the Ptolemies on the ground that if the books agreed with the Koran they were useless, and if they did not agree they were false and should likewise be burned.

Fields of Duty.

It seems to be unquestioned that a newspaper is some-

thing more than a private business. It is a public servant, and yet because it can in no way become a monopoly, it is not subject to any form of public regulation. Not only is it not subject to any form of public regulation as regards its business, but by reason of the principle of the freedom of the press so dear to all English speaking people, its utterances of opinion are wholly unrestricted and its statement of fact subject only to its ability to make good its statements in he courts in case of libel.

Now the public as a whole gets not only its information from the newspaper but it eventually gets its opinion from them.

The newspapers therefore have vast power. It is not the power to pull off great financial enterprises, but it is even greater than that. The papers can lash the people to fury or they can soothe and lead them. With this power so vast and unrestricted, who shall put the brakes on, and what shall guarantee that it will not be abused? Nothing, I reply, but the editorial conscience and the average level of public intelligence. Each acts and reacts upon the other. If I am right in the belief that the paper which best serves its public mission will reap the best financial returns, we have the necessary motive for the greatest exertion on the part of the editor. The question then immediately rises, "In what way can he best serve?"

First of all, his locality. Here he should be the unquestionable leader. But if he is to be the power behind the throne he must led somebody else wear the regalia. If he prefers to be the chief marshal he cannot be the leader. Sometimes a man will go to an editor and tell him with great seriousness of a wonderful idea that has just occurred to him.

The editor knows that the idea has been at some time suggested by himself and that the citizen unconsciously imbibed it. But he must not say so. He must accept it as a fine suggestion, put the citizen to work as the leader and see that he carries it through. In that way he can have all the public spirited men and women in the community working, escape the details himself, and be free to back up dozens of projects for community welfare, when if he undertook to do the actual work himself and get the credit for it, he would have no time for his duties, would arouse

envy, and perhaps fail in the end. If the editor does any real thinking himself, is satisfied to keep his own personality in the back ground, and freely give credit to all that are working, he can in a real sense be the leader of his community. He can't be a leader if he is a railer or a nagger and he can't drive people. And he must take into prayerful consideration Paul's saying that all things which are lawful are not expedient, for he must be tactful. He must guard against expressing too many opinions about details and trifles. He must be free to fire a broadside only when a broadside is needed and if he fires too many broadsides he soon becomes to be regarded as a pop gun. If he cultivates friendliness, tolerance and breadth of spirit, his opinion in weighty matters will be listened to. He must not be afraid to speak when it is necessary but he must not show his bravery by speaking too often and he must guard against the mistake of thinking that the public welfare always coincides with his feelings or his prejudices. Following these ideas he can help forward every good undertaking, oppose the things that seriously stand in the way of community welfare, and establish his paper as the community's most valuable asset. He must not belong to a faction and he must not encourage factionalism. He must stand as the representative of his whole community and let it be understood that everybody and everything can get a square deal. He must be broadly democratic and play no favorites. It is a serious question as to whether a local newspaper should be a political party paper, but in the present state this seems unavoidable. Even if he belongs to a party the editor should be independent within that party, and certainly not estrange members of other parties. In other words, no local editor should be a thick and thin political partisan. He should put the public interest ahead of party interest, and never forget that all political parties are only means to ends.

If he serves his community in this way it is doubtful if he can have a greater mission. But while his own community is his first and most important consideration, the editor must in a sense be bigger than his community. If he is to be a real leader in his own community, he must, by study and observation, gather up the rays of progress throughout the world and converge them upon his community. If he

tries to give out overmuch without taking in much he will soon become a dead sea. "The world is my parish," exclaimed a great divine to those who sought to restrict his activities. While the community is the editor's parish the world is his source of supply. From great thinkers and leaders in every field of progress he should draw inspiration, broaden his horizon, and strengthen his mind. He must feel the call of human progress and interpret it to his readers, not only material progress, but the intellectual and moral development of humanity. If he schools himself in the big phrases of progress he can better understand the relation of smaller things. Let him keep in touch with the great stream of human effort and the eddies and the backwash will not mystify him.

The Great Vision.

Last Friday the New York World said:

"Nowhere on earth is it possible to find a newspaper press so generally independent, enterprising and painstaking as that of the United States. In most cases its great resources are generously used. In its search for truth it spares neither men nor money. There are exceptions, of course, but in the main, American journalism is tireless not only in pursuit of truth but in its welfare upon error. The press also is a citadel of democracy."

I congratulate you men and women on belonging to a profession with such aims and actions as the World so truthfully describes. And in conclusion, let me modernize for you the vision of another knight of old:

> "The meanest serf on Sir Launfal's land
> Has hall and bower at his command;
> And there's no poor man in the North Countree
> But is lord of the earldom as much as he."

This modern vision is one of complete democracy. It is the picture of things as they should be, as they shall be, as enlightment guarantees them must be. Government, social custom and ecclesiasticism have been concerned principally with shackling men. Because we have not comprehended democracy, we have been afraid of it. I dare say that if you scratch most men in America deep enough you will find that they do not have faith in democracy.

They lack faith because they lack knowledge. It is quite true that we have civil liberty, religious liberty, and freedom of speech. The struggles to obtain these have marked many mile posts on the highway of history. Martyrs and countless heroes have forsaken all for them. Those were the battles of their day. Our fight is for economic freedom and only enlightment can win that battle as it has won all the others. Before you can take your place unreservedly in the battle line you must have a vision of what democracy would mean and have faith in its all sufficiency for mankind.

Two hands come into the world with every mouth. If every pair of hands came into the world on an equality of opportunity in their environment with every other pair, there would never be any question about every pair of hands being able to feed every mouth and clothe every back. But we have tied hard and fast fully three-fourths of the pairs of hands before they come into the world and then we wonder why so many of them have difficulty in feeding the mouths and clothing the backs. Freedom of thought liberated the mind, freedom of speech liberated the tongue, freedom of conscience liberated the conscience. This is all well, but before we can have the fruition of democracy we must free the hands of men. Because men's hands are tied we have poverty and pauperism, and crowded slums and all the other evils which men would gladly escape if they could. By reason of it we also have wars and militarism and aristocracies and lepers in the old countries, and useless millionaires and squalid tenements in new countries. After all our boast and bluster about our land of opportunity students of the subject know that conditions in this country are becoming more and more similar to those in the old countries because the same process which tied the hands of the people of the old countries centuries ago are tying ours now. Immigrants come to this country simply because the hands are not yet tied so tightly here.

What is this thing which ties the hands of men and makes economic slaves of them before they come into the world? It is not capital as the socialist tells you, because capital is a result and not a cause of labor; it is not the employer, as the laborer will tell you because the employer is only a cog in a system; it is not the incompetency of the

workers as unthinking people everwhere will tell you, for there always are more men than jobs; it is not bad government as superficial reformers will tell you, for good government has never even claimed to abolish poverty.

When God made man he gave him the earth for his use and his only source of livelihood and made it impossible for him to live anywhere except with his feet upon the ground. We have undone God's work by taking away the right of three fourths of his creatures to put their feet upon the ground without first obtaining the permission of some of their fellow creatures. We have erected a system of private ownership and consequent monopoly of natural resources which denies the right which God ordained that every man born on this earth should have—the opportunity to use two hands to feed his one mouth from the recources of nature. The denial of this right makes economic slaves of man and hinders progress more than all wars, pestilence, and everything else concerned. In fact all these evils are a consequence of it. It is the cause of strikes and all labor troubles and all friction between capital and labor, it is the cause of all involuntary poverty in the world. It is the cause of everything that keeps men backward and blinds them to the great light which universal democracy will one day shed upon the earth.

When men have justice they will need no more, for all else they can do for themselves, and they will even obtain justice when they become enlightened enough. Your mission, fellow knights, is enlightment, your vision is the perfection of democracy, your Holy Grail is justice! God speed you!

Following the exercises at the Academy of Music, the members of the editorial party and a number of their friends were delightfully entertained at a reception at the Y. M. C. A., given in honor of the editors by the ladies of the Civic League.

SECOND DAY

Morning Session.

The Association was called to order at 10 o'clock by President Cowan.

Mr. J. A. Sharp read the following paper on

WHAT KIND OF SEMI-WEEKLY NEWSPAPERS IS NEEDED IN NORTH CAROLINA?

Attempting in this presence to discuss the subject suggested by our president, I can claim without doing violence to modesty to be like Lincoln in one respect, for it is said that he always thought of his audience as probably knowing more about his subject than he knew himself. But in my case there is no probability about it: I face the stern and disconcerting certainty; for my audience is composed mainly of men who not only know but are actually producing the kind of semi-weekly or weekly newspaper that is needed in North Carolina.

Publishing the news, with special attention to local news written as fairly, accurately and entertainingly as possible; interpreting as best one may "the passing show," with absolute fairness in both news and editorial columns as the guiding star—these are in "the day's work," and of course, and do not need to be dwelt upon in a paper of this kind; only I would in passing enter a plea for the banishment of the editorial "we" from the news columns of the semi-weekly and weekly press, also for the banishment of the "canned" editorial, which is an abomination, and for the cultivation of optimism and the suppression of the grouch.

But it is in giving the "plus" service, if you please, that semi-weekly and weekly papers rise to the point of highest usefulness. And it is easier now than every before to give this "plus" service, which consists in each paper doing its

utmost to promote all movements that have for their purpose the upbuilding of the State along all lines and educating the people to make the best use of opportunities and how to live so as to solve the common problem, which is "not to fancy what were good and fair, provided it might be, but finding first what may be, then find how to make it fair up to our means."

I say it is easier now than ever before to give this "plus" service, for to teach people how to properly value and safeguard public individual health there is ready furnished to one's hand the excellent articles prepared by the State Board of Health and the United States Public Health Service; to teach people better methods of agriculture the Farm Extension Service furnishes weekly excellent articles also; to teach people methods of fire prevention the State Insurance Department furnishes the press articles that fit every condition; the University News Letter comes weekly with a wealth of material about our State in comparison with other States, showing wherein we need to improve, and the State Highway Commission will furnish any paper all the material necessary about good roads.

These splendid agencies for making North Carolina a better State in which to live are doing a great work with the aid of the newspapers, and since the semi-weekly and weekly papers are closer to the masses of the poeple than any other class of papers, a special duty rests upon them to give all the aid possible in this work. And they are helping these causes nobly.

There is yet another way in which the papers that are closest to the masses of the people can perform a great and noble service to the State, and that is in helping to create an "atmosphere" in which a great literary genius may do his work in North Carolina. Some papers are performing this sort of service already, unconsciously, perhaps; but by taking thought this kind of service may be broadened and may make itself felt.

Some years ago I heard a splendid commencement address before a high school class in which the speaker tried to answer the question, "Why is North Carolina silent? Why does not North Carolina produce a great literary genius?" He found the answer in the absence of the proper "atmosphere." In our homes and in our communities we do not set the proper value upon literary attainments.

I know it is said that "genius does what it must," while

"talent does what it can," but who shall say that the fine and delicate spirit of many a budding genius has not been crushed in North Carolina by an uncongenial atmosphere?

Are we ready for the coming in North Carolina of the great genius, with seeing eye, who shall reveal us to ourselves?

> The poem hangs on the berry bush
> When comes the poet's eye;
> The street begins to masquerade
> When Shakespeare passes by.

God knows we have wealth enough of material, and can not the semi-weekly and weekly newspapers of North Carolina—and the daily papers, too — help to create the proper atmosphere for the flowering of a great literary genius in the State? I believe that they can do much to help create this "atmosphere" and that they can in that way perform a service of inculculable value to the State.

How much of the excellent work done by Isaac Irving Avery and John Charles McNeill was due not only to the fact that Joseph P. Caldwell gave them the means and freedom to their work but also to the fact that he had prepared for them an audience? And Mr. Caldwell did not create that fine atmosphere that hung around his newspaper like a rare perfume in a day or a night, but by hard and long and conscientious toil. I do not believe that either of these men could have given North Carolina their best work had not Mr. Caldwell prepared the way for them.

All of us cannot do what Mr. Caldwell did, but we can, I believe, help to create such an atmosphere all over North Carolina that when—in some humble home, it may be—a child is born who is "different," whose ear is attuned to catch voices that are all about us but which we, that are doomed to a more prosaic existence, cannot hear; in whose eyes shines a strange light and who can see the poem on the berry bush and the masquerading of the streets—we can help to create such an atmosphere that when this child comes to the tender spirit it shall not be blasted by indifference and an unfriendly atmosphere that regards contemptuously what it cannot understand, but shall be welcomed and given freedom to develop and break North Carolina's long silence.

It is a service well worth attempting.

President Cowan at this juncture announced that the convention would adjourn to another auditorium in the building for the purpose of hearing an address on "Woman's Suffrage" by Dr. Delia Dixon Carroll, of Raleigh. After the address the convention reassembled in the room from which they had adjourned.

The hour having arrived for the election of officers, the following were chosen:

President, E. E. Britton.
First Vice President, Santford Martin.
Second Vice President, R. F. Beasley.
Third Vice President, Z. W. Whitehead.
Secretary and Treasurer, J. B. Sherrill.
Historian, M. L. Shipman.
Orator, H. Galt Braxton.
Poet, W. Laurie Hill.

Executive Committee: E. E. Britton, Chairman; J. B. Sherrill, Secretary; H. A. London, R. R. Clark, H. B. Varner, J. H. Caine, T. J. Lassiter.

The Association received an invitation to hold its 1917 meeting from each of the following cities: Asheville, Gastonia, Raleigh and Morehead City.

Much discussion on the selection of a place was indulged in and several motions made and withdrawn. Mr. Santford Martin moved that the Association meet at Morehead City some time after July 1. Mr. H. A. London offered as a substitute that the Association meet after July 1 next year at some seashore point where the most satisfactory hotel rates can be secured. This substitute was lost by a vote of 11 to 14. Mr. Martin's motion was then put and adopted.

Mr. E. E. Britton suggested that the Association hold a winter meeting at the State University. It was moved that his matter be referred to the Executive Committee with power to act, and the motion was adopted.

President Cowan appointed the following Legislative

Committee: M. L. Shipman, H. A. London, H. B. Varner, W. C. Dowd and W. James Jordan.

The following letter from Dr. W. P. Few, President of Trinity College, was read:

Mr. J. B. Sherrill, Concord, North Carolina.

Dear Mr. Sherrill: I have an engagement in another part of the country which renders it impossible for me to be at the College this week. I regret this deeply. Nothing but uncontrollable causes would keep me from being here to welcome the Press Association. Others will do this, however. So long as you are on these grounds, feel that the earth is yours and the fullness thereof.

Wishing your meeting here all success, I am as always,

Yours cordially,

W. P. FEW.

The following letter from Mrs. Robert Earl Walker was read:

To the Honorable President and Members of the North Carolina Press Association:

I send greetings and loyal good wishes from room 31, Petersburg Sanatorium.

And as an afterword would remind you that Sky Land "is not dead but sleepeth." A year of invalidism caused its temporary suspension, but when once I regan my health I hope to resurrect my "Dream Child," and shall struggle to lead it to a happy maturity.

My case is dismissed today and I shall go to Hendersonville for the summer and there, in the shadow of my beloved mountains, I hope to regain my strength.. With a sore heart that I am not permitted to meet with you this year, and individual kind wish for each member, I am

Faithfully yours,

MRS. LUCILE SMITH-WALKER,

(Mrs. Richard Earl Walker).

Petersburg, Va., July 8, 1916.

President Cowan appointed Mr. R. R. Clark to prepare memoir of Mr. T. G. Cobb.

Mr. Z. W. Whitehead offered the following resolutions:

Whereas, North Carolina produces the greatest variety

of woods known to originate in any of the States in the union, notwithstanding long and short leaf pine predominates and is the most valuable as a merchantable commodity, and

Whereas, the prosecution of the saw mill and lumber industry of the State is rapidly denuding our lands of their forest growth and resources, in a large measure because of the lack of forestry and conservation in its intelligent and practical application in our midst, such as is practiced in other parts of the United States and Continental Europe, and

Whereas, the failure on our part to properly safeguard and protect our pine and hardwood forests resulted in the loss and destruction of two million one hundred and ninety-five thousand dollars worth of standing timber in the State of North Carolina during the months of March, April and May of the present year, which is lost forever as standing timber is a commodity the insurance companies will not insure against, and, therefore, all or largely all of this immense loss might have been averted in part at least had we taken time by the forelock and secured the enactment of needed forestry laws by our State Legislature, and

Whereas, the timber and lumber resources of North Carolina are among the State's most valuable assets, furnishing employment to twenty-odd thousand adult employes and millions of capital the year round, as well as supplying a home market for many of the products of the farm, the field, the factory, orchard, vineyard and garden, and

Whereas, forestry conservation can only be had and achieved by and through enactment of proper forestry laws by the incoming Legislature, whereby forest fire wardens may be appointed for each county in the State having a sufficient supply of standing timber to justify the expense of patroling the same, with power and authority to appoint sub-ordinate fire authorities for each township in all such counties, with proper authority to summons and enforce additional help with which to extinguish forest fires and prevent their spreading, by back-firing and other practical methods, and

Whereas, it has been demonstrated that in practically all of Eastern North Carolina the forest growth of short leaf pine is so great that timberlands cut over every ten years when properly protected against forest fires, will pro-

duct itself so rapidly that the same lands can be profitably cut over each ten years, yielding any where from two to 5,000 feet per acre, according to the size of trees cut across the stump at the time, and

Whereas, such practical forestry would enable the paper manufacturer to seek localities for their pulp and paper mills in North Carolina and other Southern States, near the base of supplies and the raw material, just as the cotton mills of the Northern and New England States have found it necessary to seek locations for their manufacturing plants in the South nearer the cotton fields and base of supplies of the raw material, out of which their manufactured product is produced, upon the same principle that trade follows the flag, and

Whereas, the pulp and paper mills would furnish a market for the proper utilization of the waste material that is inseparable from all saw and planing mill operations in this and other States, and thereby furnish the newspaper publishers with their print paper at reduced price; now, therefore, be it

Resolved, by the North Carolina Press Association in annual convention assembled, having at heart the best interests of our State and nation as a whole, that we hereby urge the next General Assembly of this State, which convenes in Raleigh in January of next year to enact a practical and intelligent forestry law, embodying therein a provision for the appointment of a State warden and forest fire wardens in each county of the State with proper compensation for the labor and services rendered, with authority to appoint subordinate fire wardens in each township for each county who should be clothed with authority to summon additional help when necessary to extinguish forest fires and prevent their spread and to enforce obedience and service in times of need, with proper compensation for all services thus rendered, with authority to back-fire in all cases wherever necessary for the protection of all property involved.

Resolved, further, that the President of this Association be and is hereby instructed to appoint a committee of three members of this Association to present this matter before the incoming Legislature of this State and prepare a bill in the meantime embodying the ideas herein enunciated.

with power and authority to appoint additional members to be selected from timberland owners, should such action be deemed necessary to aid and consult with in the preparation of a suitable bill, to the end that our forest resources may be husbanded an dperpetuated, the saw mill waste of the State properly and profitably utilized, and encouragement be thus afforded for the establishment of pulp and paper mills in our midst, whereby the newspaper publishers would be enabled to purchase their print paper at a more reasonable rice, having in view at all times the greatest good to the greatest number.

Mr. H. B. Varner moved the adotion of the resolution with a request that the newspapers of the State publish it in full. Mr. Varner's motion was adopted.

The President asked all who would support a paper mill if established in North Carolina, all things else being equal, to rise, and the entire membership arose.

Messrs. Roger Steffan and B. H. De Priest were appointed a committee to welcome Mr. W. G. Sheppard, war correspondent of the United Press, on his arrival.

On motion the convention adjourned. After the adjournment the editorial party was taken by special street cars, furnished free of cost by the Durham Traction Company, to Lakewood Park where they, with other invited guests, participated in a delightful barbecue and brunswick stew dinner, served under the auspices of the Durham Chamber of Commerce. Cigarettes and smoking tobacco in attractive boxes, upon which were stamped works of welcome to the Press Association, were presented to the gentlemen diners as souvenirs from the Liggett & Myers tobacco factory.

Following the barbecue at the park, the members of the editorial party were taken by special street cars to the Golden Belt factory and the Durham Hosiery Mills, where they witnessed cloth, bags and hosiery in the making. The visitors were shown every courtesy at these manufacturing plants.

Night Session

The Association was called to order by President Cowan in the Academy of Music.

The new President, Mr. Britton, was duly installed and took charge of the further proceedings.

MR. SHEPPARD'S SPEECH.

President Britton introduced Mr. W. G. Sheppard, war correspondent of the United Press, who made a most interesting address on the European war. Mr. Sheppard went to Europe at the opening of the war and remained many months.

The present war is the first great war during which the people have been able to keep informed accurately as to its progress by the press, Mr. Sheppard said. Fifty years ago practically the only news of war obtainable was transmitted by word of mouth. Shortly after his arrival in Europe, the speaker said, he learned the fallacy which exists in the minds of the people in that part of the world regarding war. They regarded war as a splendid thing.

Democracy has been attained in journalism and Mr. Sheppard declared that as he wrote on the great struggle he always bore in mind the fact that his readers in this country wished to know what was is and that and that he has honestly tried to tell them just what it really is.

August 2, 1914, Mr. Sheppard, with other war correspondents, was in Mexico when the news of the beginning of the present European war reached this country. A desultory warfare was in existence in Mexico at that time and the correspondents decided immediately to go to Europe where the prospect of more active service was offered. Mr. Sheppard, the late Richard Harding Davis, Frederick Palmer and Will Irwin sailed for the European war zone on the boat bearing the first American war correspondents to the scene of the carnage.

Upon his arrival in London, the speaker asserted, he discovered that unlike other wars this one was staged in the

heart of civilization and the idea of " roughing it" as in Mexico was perforce abandoned. From London he went to Antwerp, Belgium, and was in this city when the Germans first arrived in their now historic invasion of that defiant little country. In Antwerp shortly after his arrival he witnessed the first Zeppelin raid in the history of the world, twelve Belgians being killed as a result of this innovation on the part of the Germans.

On September 6, 1914, Mr. Sheppard went to Paris where he remained for some time. Some turbulent days followed when the fate of Paris seemed hanging in the balance, but the Germans were finally routed. From Paris he proceeded to Berlin, crossing the border without serious trouble. Here the war correspondent for the first time saw the German troops, and it was here that he had his first experience with a German censor. The speaker recalled that in the course of his meeting with this German officer referred to the United States as the "nation with the conscience of the world," this phrase having impressed him as very significant.

Later Mr. Sheppard obtained permission to go to the Austrian front. At this time he was advised to take with him a sleeping bag, revolver, teapot, many heavy articles of clothing, a stock of medicines, etc. Near Prezmysl he saw an aeroplane attacked by aerial craft, the first time such a thing had happened. One of the most terrible things he witnessed at the Austrian front, the speaker said, was the cholera camp where each day Austrian soldiers would come as soon as it had been found that they had contracted the disease. Here, most of them died, the average length of life of the soldiers after learning that they had cholera being twenty-four hours. They were buried in a hole across the road from the camp.

The correspondent told of a journey in the Carpathians on a belt line of trains extending seventy-five miles, a distance of seven miles being covered in nineteen hours. He told of the first retreat of the Austrian army from Servia while he was with the Austrians in the early fall of 1914. Shortly after this time he learned that he was not wanted, applied for his credentials and left the Austrian army.

Later he went to the British front. He told of the complex life in Salonica and referred to six weeks he spent in

Servia during which time the outside world could receive now news of what was happening in the little kingdom.

In response to a question, Mr. Sheppard said that he was convinced that the great underlying cause of the great organization of the Russian armies from an untrained mob, which will be of vast importance in determining the final outcome of the war, is the suppression of alcohol.

The following resolutions reported by the Committee on Resolutions were adopted:

The forty-fourth annual session of the North Carolina Press Association has been made memorable by the lavish hospitalities which literally have been showered upon it as an organization, and upon its membership as individuals, by the people of Durham, therefore, be it:

Resolved, That the thanks of the Association are tendered to the city of Durham, the Durham Chamber of Commerce, the Durham Rotary Club, Trinity College, the ladies of the Civic League, the "Bull Durham" tobacco factory, the Liggett-Myers tobacco factory, the Golden Belt Manufacturing Company, the "Durham Durable" Hosiery Mills, the Malbourne Hotel, for the many courtesies which have been extended in so handsome a manner. In particular the Association expresses its appreciation of the musicale at the Country Club and the barbecue at Lakewood Park, given under the auspices of the Chamber of Commerce, the reception committee of that organization, under the efficient direction of Hon. R. O. Everett, leaving nothing undone to add to the pleasure of the members of the Association; to Trinity College for the use of the Duke building and the delightful luncheon; to the Durham Rotary Club for its automobile tour of the city; to the "Bull Durham" and Liggett-Myers Tobacco Companies, the Golden Belt Manufacturing Company and the Durham Hosiery Mills Company for courtesies shown on visits to their plants and for the souvenirs presented; to the Hotel Malbourne for the attention and courtesies shown its guests.

The Association expresses its interest shown in the meetings by the Mergenthaler Linotype Company, which has had in operation three of the most modern linotype machines, at the instance of Mr. Walter H. Savory and Mr. C. G. Rhame, of the company, and for the valuable souve-

nirs distributed. It also expresses its appreciation of the souvenirs presented by other concerns.

The North Carolina Press Association renews its declaration for legislation for securing proper immigration for North Carolina, that the waste places of the State may be built up and the President of the Association is hereby directed to appoint a committee of three to present the matter to the people and to the General Assembly of the State. The Association renews its pledge to do all in its power to aid in eliminating illiteracy in North Carolina.

Recognizing the valuable services rendered it the past year by its retiring president, Mr. James H. Cowan, editor of the Wilmington Dispatch, the North Carolina Press Association expresses its highest appreciation of his admirable conduct of the affairs of the organization, the genialty and fine spirit exhibited by him as its presiding officer.

The Association has been honored during the session by an address of uplift for newspaperdom and a call for service to editors by Hon. Melville E. Stone, the talented general manager of The Associated Press, and by an address by Mr. W. G. Sheppard, war correspondent of the United Press, whose graphic first hand accounts of war events in Europe were heard with keen interest. The Association expresses its high appreciation of the addresses of both Mr. Stone and Mr. Sheppard.

The following resolutions endorsing the four proposed amendments to the State Constitution were adopted;

Whereas, the press of the State of North Carolina, regardless of party affiliation, stands for the enactment of progressive and beneficial legislation and is justly considered the strongest asset in securing such reforms;

And, whereas, there are four constitutional amendments to be submitted to the voters of the State at the November election, which have for their purpose:

First—Restricting local, private and special legislation.

Second—To prevent delays in trials by providing emergency judges;

Third—To prevent special charters to corporations by the General Assemblf.

Fourth—To prevent special charters to towns, cities and incorporated villages.

And, whereas, it is the sense of this Association that the adoption of these amendments will promote the welfare of the people of the State; enable the General Assembly to give more time and attention to matters of public concern, and at the same time enlarge and extend the principal of local self-government; greatly reduce the volumes of laws enacted and thereby save thousands of dollars to the people of the State; and that the business of the courts will be transacted with a dispatch and an immensely decreased cost to the counties of the State;

Therefore, be it resolved, by the North Carolina Press Association:

First—That we endorse the constitutional amendments herein referred to.

Second—That in keeping with the practice of the press in all matters of public concern we shall be glad to publish articles and editorials relating to these amendments to the end that our readers may be fully informed as to object and purpose.

Third—That the newspapers of the State are requested to publish these resolutions and to urge upon the electorate the need of having the proposed amendments adopted at the poles in November.

Respectfully submitted,
EDWARD E. BRITTON, Chairman,
SANTFORD MARTIN,
J. Z. GREEN.

Immediately after adjournment was taken the curtain was raised and the audience found itself gazing upon a beautiful spectacle. Miss Nannie Green, clothed in a white dress, holding aloft a torch, stood upon a stand which had been erected on the stage, posing as the renowned statue of liberty. This demonstaration had been arranged under the direction of Mrs. T. B. Jones, President of the Civic League, and its purpose was to inspire contributions for the fund being raised by the New York World to illuminate the Garibaldi Statue of Liberty in New York.

REPORT OF AUDITING COMMITTEE.

The following is the report of the committee appointed to examine the report of the Secretary and Treasurer:

Your Committee selected to audit the records of the Secretary and Treasurer respectfully report a careful examination of the same, which were found to be correct and in good form. Receipts for the year were:

Receipts.

From advertising in minutes	$110.00
Collected from delinquents	114.00
Dues collected for 1916	171.00
Admission fees, new members	50.00
Received from Intertype Co.	2.64
Total	$447.64

Disbursements.

The disbursements were as follows:

Deficit last report	$159.31
Postage bill	30.75
Dinner, Executive Committee Greensboro	2.25
Telegraph and telephone messages	3.60
Secretary-Treasurer's salary	200.00
Printing bill	178.75
Total	$574.66

These items disclose a deficit of $127.02 against $159.31 last year, and we respectfully urge all delinquents to remit promptly their dues and thus assist the Association in satisfying its obligations, and recommend the adoption of some method of financing the organization that will create a surplus rather than result annually in a deficit in the treasury of the same.

Respectfully submitted,
M. L. SHIPMAN,
J. A. SHARP,
H. F. JONES,
Committee.

CONSTITUTION.

ARTICLE I.

Name.

Section 1.—The name of the Association shall be the "North Carolina Press Association."

Sec. 2.—The object of the Association shall be to promote the material interests of the press of North Carolina and to elevate the tone and character thereof.

ARTICLE II.

Membership.

Section 1.—There shall be two classes of membership in this Association, active and honorary.

Sec. 2.—Any editor or publisher of any newspaper in the State of North Carolina desirous of becoming an active member of this Association may apply in writing to the Secretary, and shall deposit with him the membership fee; and said application must be passed upon by the Executive Committee. If the Executive Committee shall deem the applicant a proper person for membership the Secretary shall extend to him such courtesies as are provided for members. The Executive Committee shall report to the Association at the ensuing annual meeting the names of persons recommended for membership. A vote shall be taken on the recommendation of the committee, and if three-fourths of the members present vote in favor thereof, the persons recommended shall be received into membership; Provided further, that the Secretary shall have no authority to extend the courtesies of the Association to any person recommended by the Executive Committee in accordance with the provision of this section.

Sec. 3.—Every applicant for membership must have been connected with the newspaper business, either as editor or publisher, at least three months before making application, and he shall file with his application a copy of his publication with satisfactory evidence that he is the

editor or publisher thereof; and also a certificate signed by at least two members of the Association, certifying that he is a bona fide editor or publisher duly qualified for membership.

Sec. 4.—Persons, not newspapers, shall constitute the membership of this Association, and each member shall have one vote.

Sec. 5.—Each active member of this Association shall pay to the Secretary annually, on or before the 15th day of July, the annual membership fee, and any member who shall fail or neglect to make such payment for two years in succession, shall be dropped from the roll of membership.

Sec. 6.—Members of the Association who have rendered long and honorable service in the profession, upon retiring from the newspaper business may be elected honorary members of the Association by a two-thirds vote of the members present at any annual meeting of the Association, and exercise all rights of active members except voting and holding office, but the Association shall not be bound to secure for them railroad transportation or other courtesies, which may be extended to the active members of the Association.

Sec. 7.—Any member sho shall violate any of the rules of the Association, or who shall be guilty of conduct unbecoming to a member of the Association, may be expelled by a two-thirds vote of the members at any meeting.

Sec. 8. — Persons who have become members of the Association by misrepresentation on their part of by misapprehension on the part of the Association or Executive Committee may be expelled by a majority vote of the Association.

Sec. 9.—The provisions of this article shall not extend to editors or publishers of school and college papers, or other applications that have nothing in common with the newspaper business, or to owners of newspapers who are not directly engaged in the editorial or business management thereof, or to any persons who are not bona fide editors or publishers of publications conducted as legitimate newspaper enterprises, as distinguished from advertising sheets or papers published as accessory to some business of the editor or publisher.

ARTICLE III.

Officers.

Section 1.—The officers of this Association shall be a President, first, second and third Vice President, Secretary and Treasurer, Historian, Orator, Poet and Executive Committee, consisting of the President, Secretary and five others.

Sec. 2.—The President shall preside at all meetings of the Association, and shall call special meetings thereof upon a recommendation of a majority of the Executive Committee. In his absence from the meetings the Vice Presidnts in their order shall preside.

Sec. 3.—The Secretary and Treasurer shall keep a correct record of the proceedings of the Association, and shall superintend the publication of the same. He shall keep a minute book containing a record of the proceedings of all the meetings of the Association, and a correct roll of members. He shall collect membership fees, and annual dues and other funds of the Association, and shall pay out moneys on the order of the Executive Committee.

Sec. 4.—The Historian shall record the newspaper history of the year, giving special prominence to new publications, suspensions, changes in business or editorial management of all newspapers in the State, and shall include therein a brief sketch of such journalists in the State as have died within the year, all in the form of a paper to be read at the ensuing session of the Association.

Sec. 5.—The Executive Committee shall meet annually at any place that may be selected by the Chairman not less than sixty days previous to the annual meeting of the Association to make arrangements for the entertainment of the Association at the ensuing annual meeting to provide for excursions or other recreation after the adjournment of the Association, as may be deemed advisable as many come within the province of the committee.

Sec. 6.—The officers of the Association shall be elected for the year, and shall continue to discharge the duties of their offices until successors are elected and installed.

Sec. 7.—Vacancies occurring in any office, except that of President, during the interval between meetings may be filled by the Executive Committee for the unexpired term.

ARTICLE IV.

Meetings.

Section 1.—The Association shall meet annually at such time and place as may have been selected at the last preceeding meeting. The Association may omit to designate the place of meeting, in which case the Executive Committee shall select the place on or about the first of May. In the event that neither the Association nor the Executive Committee determine the place of the meeting as herein provided, the Association shall meet in the city of Raleigh. In no case shall there be a failure to hold the annual meeting at the time herein provided by reason of the neglect of the Association or the Executive Committee to decide upon a place of meeting.

Sec. 2.—Special meetings may be held at such time and place as the President may designate, whenever the Executive Committee may deem it necessary or advisable to hold them: Provided, that thirty days' notice of such meeting shall be given publication in some newspaper published by a member of the Association. .

ARTICLE V.

The Constitution may be altered or amended at any meeting of the Association by a vote of two-thirds of the members present.

BY-LAWS.

1. The ordinary parliamentary rules shall govern the deliberations of the Association.

2. The meetings of the Association shall be opened with prayer by some minister at the request of the President.

3. All voting for officers shall be by ballot except by unanimous consent.

4. The admission fee shall be five dollars, and the annual membership two dollars.

5. The President and Secretary of the Association shall be ex-officio members of the Executive Committee.

6. At each annual meeting, a committee, consisting of the Secretary and Historian, shall report a revised roll of membership in accordance with the provisions of the Constitution.

7. The Secretary shall cause to be printed a sufficient number of copies of the proceedings of the Association to provide each active member with three copies and each honorary member with one copy, and he shall cause the same to be printed before the first day of October.

8. Not less than sixty days from the annual meeting the President, by and with the assistance of the Executive Committee, shall appoint not less than six members to prepare essays to be read at the next annual meeting, and shall notify the Secretary of the appointments, so that they may be printed in the programme. He shall assign the subjects, which may relate to the newspaper or printing business.

9. The annual meetings shall continue in session two days.

10. Miscellaneous business may be brought forward at any time when it will not conflict with the regular order.

11. These By-Laws may be amended at any annual meeting by a majority of all members present.

12. The President shall some time before the meeting appoint a committee whose duty it shall be to prepare and read before the convention suitable memoirs of such members as may have died during the year.

IN MEMORIAM—T. G. COBB

BY R. R. CLARK

Mr. T. G. Cobb, editor and owner of the Morganton News-Herald, died July 5 at his home in Morganton, aged 49 years. He had been in failing health for three years and his passing was not unexpected to those who knew his condition.

While still a young man as years count, Mr. Cobb was one of veteran editors of the State and one of the fast diminishing class who, as was the custom in the old days, came up through the mechanical department of the newspaper, where he began as a boy, and because of the knowledge gained in the mechanical end, was promoted to the editorial sanctum.

Mr. Cobb was born in Catawba county in 1867. At the age of 13 he entered the office of the Burke Blade, at Morganton, as a printer boy. Except for a short period from that time. He was connected with Morganton newspapers, as printer and later as editor and publisher. For 20 years he had owned and edited the News-Herald. He was esteemed in his home community, where he was Mayor and commissioner of his town for a number of years. His worth and service were recognized by the State. He was for some years a clerk in the House of Representatives at Raleigh and for the past four terms was chief clerk of the House of the Assembly.

He was a modest man. Those who knew him intimately appreciated and valued his worth and his friendship. He loved his fellows. He was kind, charitable, unselfish and loyal to his friends. He rendered faithful service to his community and his State as editor. His passing has brought sorrow to a wide circle of friends. They mourn his passing and cherish his memory.

ROLL OF MEMBERS.

Atkins, Jas. W. ---------- Gastonia Gazette
Ausbon, C. V. W. ---------- Plymouth Beacon
Ausbon, C. S. ---------- Plymouth Beacon
Beasley, R. F. ---------- Monroe Journal
Bivens, W. C. ---------- Wadesboro Ansonian
Bivins, J. D. ---------- Albemarle Enterprise
Bost, W. T. ---------- Raleigh
Beasley, G. M. ---------- Monroe Journal
Buck. Walter ---------- Ayden Baptist
Boylin, R. B. ---------- Wadesboro Messenger
Branson, E. C. ---------- University News Letter
Braxton, H. Galt ---------- Kinston Free Press
Benton, J. B. ---------- Lee County News, Jonesboro
Britton, E. E. ---------- Raleigh News and Observer
Caine, J. H. ---------- Asheville Citizen
Clark, R. R. ---------- Statesville Landmark
Conner, A. J. ---------- Rich Square Times
Carmichael, R. E. ---------- Winston-Salem Sentinel
Crowson, O. F. ---------- Burlington News
Cook, J. P. ---------- Concord Uplift
Carr, R. L. ---------- Rose Hill Enterprise
Clegg, W. R. ---------- Carthage News
Cowan, Jas. H. ---------- Wilmington Dispatch
Cooper, Theodore M. ---------- Enfield Progress
Curtis, W. F. ---------- Franklin Press
Daniels, Josephus ---------- Raleigh News and Observer
Deaton, H. P. ---------- Mooresville Enterprise
Deaton, O. B. ---------- Troy Montgomerian
Dockery, W. E. ---------- Rockingham Post
Dowd, W. C. ---------- Charlotte News
DePriest, B. H. ----------
Dunn, Owen G. ---------- Newbern Sun
Escott, A. E. ---------- Mill News, Charlotte
Farabee, S. H. ---------- Raleigh Times
Fairbrother, Mrs. M. H. ---------- Everything, Greensboro
Feltz, J. R. ---------- LaGrange Journal

Farriss, J. J., ---------- Southern Furniture Journal
Gold, Jno. D. ---------- Wilson Times
Green, J. Z. ---------- Raleigh Union Farmer
Goslen, J. B. ---------- Winston Union Republican
Gray, James P. -- Our Fatherless Ones, Barium Springs
Hale, E. J. ---------- Fayetteville Observer
Hale, E. J., Jr. ---------- Fayetteville Observer
Hammer, W. C. ---------- Ashboro Courier
Hurley, J. F. ---------- Salisbury Post
Hardy, J. C. ---------- Scotland Neck Commonwealth
Harker, W. B. ---------- Maxton Scottish Chief
Harris, Wade H. ---------- Charlotte Observer
Hamlin, H. H. ---------- Beaufort Lookout
Herbert, J. H. ---------- Rocky Mount Telegram
Hildebrand, W. A. ---------- Greensboro News
Horne, J. L., Jr. ---------- Rocky Mount Telegram
Houser, L. H. J. ---------- Cherryville Eagle
Huggins, L. E. ---------- Marshville Our Home
Hill, W. Lawrie ------- Charlotte Presbyterian Standard
Jacobson, W. K. ---------- Washington Progress
Jeter, F. H. ---------- Extension Farm News, Raleigh.
Johnson, Archibald ---- Thomasville Charity and Children
Johnson, W. M. ---------- Mt. Airy News
Johnson, A. F. ---------- --- ------- Louisburg Times
Joyner, O. L. ---------- Greenville Home and Farm
Joyner, Andrew ---------- Greensboro News Bureau
Jones, H. F. ---------- Warrenton Record
Jones, Ora L. ---------- Brevard News
Jordan, W. J. ---------- Snow Hill Record
Kelley, Hugh P. ---------- Carthage News
Kernodle, J. D. ---------- Graham Gleaner
Kitchin, L. Mills ---------- Scotland Neck Commonwealth
Kenney, S. W. ---------- Windsor Ledger
London, H. A. ---------- Pittsboro Record
London, Isaac S. ---------- Siler City Grit
Lassiter, T. J. ---------- Smithfield Herald
Livingstone, J. A. ---------- Wilmington Star
Lawson, W. E. ---------- Wilmington Dispatch
Lyerly, J. M. L., ----Reformed Church Standard, Crescent
Martin, Santford ---------- Winston-Salem Journal
Meares, S. T. ---------- Bladen Journal
Mintz, Fred R. ---------- Mt. Olive Tribune

Mogford, Jas. L., ---------- Progressive Farmer
Morton, George E. ---------- Tryon Bee
Moore, W. M. ---------- Lenoir Topic
Moore, Rev. Hight C. ---------- Biblical Recorder, Raleigh
Noell, J. A. ---------- Roxboro Courier
Noell, J. W. ---------- Roxboro Courier
Owen, Thos. E. ---------- Clinton Dispatch
Page, G. G. ---------- Kings Mountain Herald
Park, Jno. A. ---------- Raleigh Times
Penn, W. S. ---------- Clayton News.
Perkins, John T. ---------- Lincolnton News
Poe, Clarence ---------- Raleigh Progressive Farmer
Poole, D. Scott ---------- Raeford Journal
Parker, J. Roy ---------- Ahoskie Herald
Pope, L. Busbee ---------- Benson Spokesman
Powell, R. E., ---------- Fairmont Messenger
Phillips, Rev. E. T. ---------- Ayden Baptist
Pharr, W. E. ---------- North Wilkesboro Hustler
Partrick, Theodore ---------- Clinton Democrat
Register, Dr. E. C. ---------- Charlotte Medical Journal
Robinson, J. A. ---------- Durham
Rollins, E. T. ---------- Durham Herald
Roscower, A. ---------- Goldsboro Headlight
Rivers, R. C. ---------- Boone Democrat
Rouse, G. A. ---------- Farmville Enterprise
Rutledge, W. E. ---------- Yadkin Ripple
Sandidge, R. L. ---------- Bryson City Times
Simms, J. V. ---------- Charlotte Observer
Sherrill, J. B. ---------- Concord Times and Tribune
Shipman, M. L. ---------- Hendersonville Hustler
Stainback, J. T. ---------- Roanoke Rapids Herald
Shore, Rufus ---------- Winston-Salem Sentinel
Sullivan, W. B. ----------Charlotte Observer
Shaw, J. B. ---------- Fremont Messenger
Sharp, J. A. ---------- Lumberton Robesonian
Stamey, W. L. ---------- High Point Review
St. Clair, D. L. ---------- Sanford Express
Story, H. L. ---------- Edenton Observer
Slate F. A. ---------- Lincolnton Times
Thompson, J. E. ---------- Wilmington Star
Thompson, W. B. ---------- Chapel Hill News

Turney, A. H. ---------- Western Publisher, Charlotte
Underwood, W. I. ---------- Greensboro Patriot
Varner, H. B. ---------- Lexington Dispatch
Wade, R. T. ---------- Morehead City Coaster
Walker, Mrs. R. E. ---------- Skyland, Hendersonville
Weathers, Lee B. ---------- Shelby Star
Whitehead, Z. W., ---------- Southern Lumber Journal
Whichard, D. J. ---------- Greenville Reflector
Wiggins, J. P. ---------- Laurinburg Exchange
Whitten, S. E. ---------- Marion Democrat
Wilkes, H. B. ---------- Chadbourn Advocate
Weaver, W. W. ---------- Durham Sun

Officers and Data of the North Carolina Press Association

Year	President.	Vice Presidents.	Sec. and Treas.	Place of Meeting
1873	Maj. Joseph A. Engelhard.	Jordan Stone, J. C. Mann, P. F. Duffy.	J. A. Bonitz	Goldsboro.
1873-'74	Maj. Joseph A. Engelhard.		R. T. Fulghum	Raleigh.
1874-'75	Maj. Joseph A. Engelhard.		R. T. Fulghum	Wilmington.
1875-'76	Col. J. D. Cameron.		R. T. Fulghum	Newbern.
1876-'77	Col. J. D. Cameron.		R. T. Fulghum	
1877-'78	Col. W. L. Saunders.		W. A. Davis	Charlotte.
1878-'79	Col. W. L. Saunders.		W. A. Davis.	Catawba Springs.
1879-'80	Dossey Battle.	Was to meet at Beaufort, but storm swept hotel away.	Jordan Stone	Goldsboro.
1880-'81	Dossey Battle.		Jordan Stone	Asheville.
1881-'82	Capt. S. A. Ashe.		Jordan Stone	Winston.
1882-'83	G. S. Bradshaw.		Jordan Stone	Elizabeth City.
1883-'84	H. A. London.	J. A. Robinson, Dr. Palemon John, Josephus Daniels	Jordan Stone	Waynesville.
1884-'85	Josephus Daniels.	E. C. Hackney, E. G. Harrell, Chas. R. Jones.	J. A Robinson	Raleigh.
1883-'84	H. A. London.	J. A. Robinson, Dr. Palemon John, Josephus Daniels.	Jordan Stone	Waynesville.
1884-'85	Josephus Daniels.	E. C. Hackney, E. G. Harrell, Chas. R. Jones.	"	Raleigh.
1885-'86	J. A. Robinson.	H. C. Wall, R. K. Bryan, G. A. Frick.	J. H. Lindsay.	Smithville.
1886-'87	J. I. McRee.	T. B. Eldridge, H. C. Wall, George A. Frick.	J. H. Lindsay.	Morehead City.
1887-'88	T. B. Eldridge.	Thad. R. Manning, H. C. Wall, J. A. Thomas.	J. H. Lindsay.	Hendersonville.
1888-'89	Thad R. Manning.	J. A. Thomas, C. F. Crutchfield, W. W. McDiarmid.	J. B. Sherrill.	Morehead City.
1889-'90	W. W. McDiarmid.	D. J. Whichard, J. D. Kernodle, D. F. St. Clair.	"	Lenoir.
1890-'91	J. P. Caldwell.	S. A. Ashe, W. W. Scott, Robert Haydn.	"	Durham.
1891-'92	J. A. Thomas.	E. E. Hillard, Jerome Dowd, R. A. Deal.	"	Winston.
1892-'93	E. E. Hilliard.	Jerome Dowd, H. A. Latham, F. M. Williams.	"	Charlotte.
1893-'94	Jerome Dowd.	Z. W. Whitehead, W. F. Burbank, R. A. Deal.	"	Newbern.
1894-'95	W. C. Ervin.	C. L. Stevens, W. F. Marshall, W. C. Dowd.	"	Morganton.
1895-'96	C. L. Stevens.	W. F. Marshall, W. W. Diarmid, W. K. Jacobson.	"	Greensboro.
1896-'97	R. R. Clark.	J. B. Whitaker, J. T. Britt, W. A. Curtis.	"	Wilmington.
1897-'98	J. B. Whitaker, Jr.	J. T. Britt, W. A. Curtis, W. S. Herbert.	"	Morehead City.
1898-'99	W. C. Dowd.	W. S. Herbert, D. J. Whichard, J. D. Boone.	"	Waynesville.
1899-'00	D. J. Whichard.	Rev. T. N. Ivey, D. D,, Benj. Bell, H. S. Blair.	"	Carolina Beach.
1900-'01	Rev. T. N. Ivey, D. D.	J. G. Boylin, G. L. Hackney, J. A. Robinson.	"	Asheville.
1901-'02	J. G. Boylin.	J. A. Thomas, H. C. Martin, W. S. Herbert.	"	Greensboro.
1902-.03	W. F. Marshall.	M. L. Shipman, Rev. J. O. Atkinson, J. J. Farriss.	"	Hendersonville.
1903-'04	H. B. Varner.	Benj. Bell, Rev. P. R. Law, J. D. Bivins.	"	Wrightsville.
1904-'05	H. B. Varner.	M. L. Shipman, R. M. Phillips, J. C. Caddell.	"	Morehead City.
1905-'06	R. M. Phillips.	T. J. Lassiter, Clyde R. Hoey, W. B. Westlake.	"	Asheville.
1906-'07	T. J. Lassiter.	J. C. Hardy, W. B. Cochran, H. R. Kinlaw.	"	Chase City, Va.
1907-'08	Archibald Johnson.	J. A. Thomas, W. J. Jordan, A. S. Carson.	"	Morehead City.
1908-'09	J. A. Thomas.	W. C. Dowd, J. Z. Green, Rev. J. O. Atkinson, D. D.	"	Charlotte.
1909-'10	Rev. J. O. Atkinson, D. D.	M. L. Shipman, J. R. Swann, W. K. Jacobson.	"	Hendersonville.
1910-'11	M. L. Shipman.	J. J. Farriss, J. H. Caine, T. G. Cobb.	"	Wrightsville Beach.
1911-'12	J. J. Farriss.	J. H. Caine, H. C. Martin, J. T. Fain.	"	Lenoir.
1912-'13	J. H. Caine.	W. C. Hammer, A. J. Conner, D. L. St. Clair.	"	Morehead City.
1913-'14	Clarence Poe.	W. C. Hammer, J. H. Cowan, D. L. St. Clair.	"	Asheville.
1914-'15	W. C. Hammer	J. H. Cowan, Bion H. Butler, E. E. Britton.	"	Wrightsville Beach.
1915-'16	J. H. Cowan	E. E. Britton, Santford Martin, W. B. Harker.	"	Montreat.
1916-'17	E. E. Britton	Santford Martin, R. F. Beasley, Z. W. Whitehead	"	Durham.

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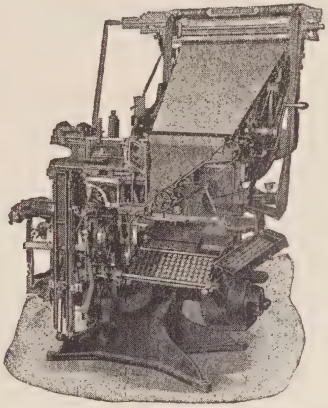

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In these times of high prices and scarcity of paper stock, call on us and we will render our very best services to help you in every way possible.

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LARGEST STOCK and LOWEST PRICES

We represent some of the largest News Mills in the United States and Canada, and are prepared to quote bottom prices in car load lots sheets or rolls.

We carry in stock for prompt shipment the following sizes of news:

17 x 22	lb.
18 x 24	16 lb.
22 x 31	25 lb.
24 x 26	32 lb.
26 x 40	40 lb.
30 x 44	50 lb.
31 x 44	50 lb.
35 x 48	64 lb.

28 Full Lines Bonds, Ledgers and Writings, Envelopes to Match

EVERYTHING FOR THE PRINTER

Virginia Paper Company

RICHMOND, VA.

THE DIEM & WING PAPER CO.
D&W
PAPERS
MADE IN U.S.A.
CINCINNATI.

TO THE CRAFT

Special attention is directed to the advertisements in this copy of the Minutes. The firms who advertise have done so with the hope of getting due return for the money invested by receiving the trade of the members of the Association ; and I certainly think that we should trade with the firms who ask for our trade in the pages of the Minutes, all things being equal.

In writing to advertisers please mention the fact that you saw the advertisement in the Minutes of the North Carolina Press Association.

Fraternally,

J. B. SHERRILL,

Secretary.

SPECIAL MEETING

A special meeting of the Association was held in the Guilford Hotel, August 29, President Britton in the chair, to consider the paper situation. The matter was thoroughly discussed.

The following offered by Mr. H. B. Varner, was adopted unanimously:

Resolved, That we urge our Senators and Representatives in Congress to support the print paper section of the revenue bill as amended by the Senate Finance Committee.

Resolved, 2. That we endorse the joint resolution offered by Representative Hastings, authorizing and directing the President to place an embargo on the shipment of paper until the report of the Federal Trade Commission is submitted.

Mr. Varner moved that a committee of five be appointed to consider the news print situation, with power to act, said committee to look after and protect, as far as possible, the interests of the purchasers of news print paper in the State. The motion was adopted and the President appointed the following:

H. B. Varner, chairman, W. C. Hammer, J. B. Sherrill, E. B. Jeffries, W. W. Weaver, R. E. Carmichael and W. H. Bagley.

The newspaper publishers were urged:

To economize in every way possible in the use of paper.

To answer immediately the questions of the Federal Trade Commission, if they have not already done so.

To place their papers on a cash in advance basis by January 1, 1917, or earlier.

To eliminate all dead heads and to send advertisers only such papers as are necessary to present proof of insertions of advertisement.

To increase both subscription and advertising rates.

To reduce margins of paper wherever practicable, and to adopt standard sizes.

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We carry the largest stock of

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¶ Can ship within forty-eight hours, most any size printing plant.

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"I just installed a Linotype in my composing room that is doing the work of three compositors.

"I now figure on work in competition with big city printers—and generally land the job.

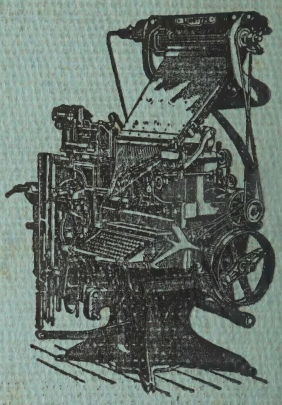
"I cast up dashes, borders, and special characters in unlimited quantities, and now have a newspaper that is always 'in season.'

"I am now able to get a full column of the late news, instead of just a 'stickful.'

"I compose on my Linotype all the headings, text matter and a major portion of the ads.

"Programs, booklets, financial statements—all kinds of job work—are set in a jiffy—without running out of sorts.

"And all of this is done by one of my 'comps' who had no previous experience on a Linotype, but was developed right in the office.



Model 15 Linotype
Designed and Built
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Price { on easy payments } **$1750**

"My Linotype is a Model 15—expressly designed and built for country printers—

"And I unhesitatingly recommend that YOU make a decision and send today for the Easy Payment Plan."

We have a Linotype for every office, at a price and upon terms within the reach of every printer.

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